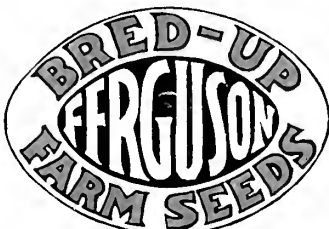


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FERGUSON

Seed Farms

Field  Seeds

Sherman Texas



NEW BREEDING
UNPICKED FEB. 26, 1917
97.5% IN THE BURLS

How Scientific Method Makes Sure of Good Results in Breeding-Up Seeds

Pedigreed 5 to 10 Years

THE BREEDING BLOCKS are used to test seed from single plants selected from among the best plants in the best yielding rows in the breeding blocks of the preceding season. Each row, therefore, represents the pure-bred pedigreed progeny of a superior individual plant. Rows 34 and 49 proved by test to be the Champion best yielders in 1915. The best plants in these Champion rows are selected for test in the breeding blocks of the next season, and on and on for succeeding seasons. The remaining selections in the breeding block are usually massed for the rapid increase of stock seeds.

OUR MULTIPLYING BLOCKS are used to further test and prove up these Champion strains. In this instance Strain 534 proved to be the best yielder and was accordingly used for the first choice increase block for 1917.

OUR INCREASE FIELDS. Seeds from Champion multiplying blocks are used to plant the

increase fields of the succeeding seasons. The next step is to increase these good seeds in order that a large number of farmers may be supplied. This work represents more than the four or five years indicated by the diagram. From these fields the crops go directly to our **SEED PLANTS**, which are equipped with specially designed machines for mechanically cleaning, grading and otherwise preparing seeds for the planter boxes.

THE INFORMATION SECURED by laboratory measurements and by actual field tests in the breeding blocks, as well as the more accurate comparative tests of the multiplying blocks, supply enough definite information to make it possible to be **TRUE**, beyond a reasonable doubt, that we are propagating well bred strains of a high yielding selection.

IN THIS WAY we largely eliminate chance, guess and mere opinion. We rely on the efficiency of scientific method and the measured results of carefully conducted, accurate tests. However, with all these precautions our Certified Seeds are not perfect; not even absolutely pure-bred; but what is of more importance, they are the descendants of proven high yielding strains of the best varieties for the South-west.

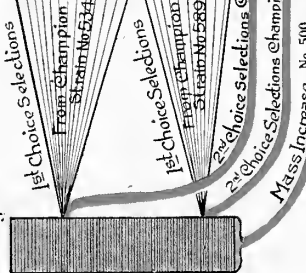
BACK OF IT ALL is the fifteen years of intensive, conscientious work by A. M. Ferguson and a corps of faithful assistants representing a large outlay of time, talent and money—the results of which are available to you at an extremely low price—only a few cents per acre more than the value of just ordinary seed.

A SEAL AND CERTIFICATE of good breeding is placed in every sack of Certified Pedigreed Seeds and will protect you from uncertainty as well as fraud. Insist that this seal be on every bag of seeds that you buy.



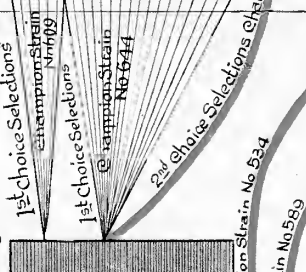
Strains 1915 Series

Breeding Block



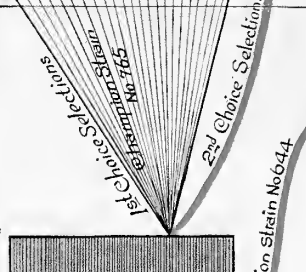
Strains 1916 Series

Breeding Block



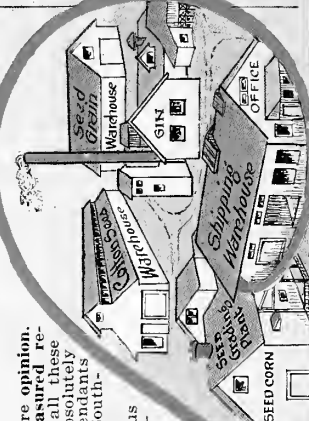
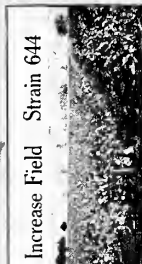
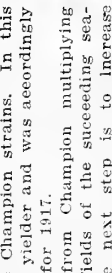
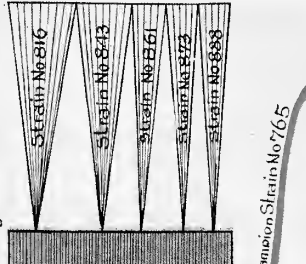
Strains 1917 Series

Breeding Block



Strains 1918 Series

Breeding Block





A.M. FERGUSON, PRES.
IN CHARGE OF
SEED BREEDING

JOHN PLANGMAN
SUPERVISOR
SEED GROWING

MISS W.A. FRENCH, SECY.
LABORATORY ANALYSIS
AND SEED RECORDS

R.L. FURRY
ASST. SEED BREEDER
SUPT. TRIAL GROUNDS

B.C. PITLUCK, TREAS.
SUPT. SEED STOCKS
AND SALES

The Essence of Efficient Seed Service Is

Supplying the Best Strains of the Best Varieties

Our business is to sell you SEED SERVICE. We are not merely merchandising in field seeds. We offer farmers FIVE KINDS OF SEED SERVICE that make for certainty and safety in getting good seeds of our special varieties of seed corn, cotton seed and seed oats.

1. WE FIND THE BETTER VARIETIES by testing all promising varieties in our trial grounds. Have been 15 years on the job.
2. WE FIND THE BEST STRAINS of these good varieties by growing them side by side under practical field conditions.
3. WE IMPROVE THESE BEST STRAINS of the better varieties by plant-to-row-tests. No better way is known. See explanation and diagram on opposite page.
4. THESE IMPROVED STRAINS of standard varieties developed in our breeding blocks are multiplied and **grown for seed purposes**, under our own supervision.
5. WE PREPARE THESE IMPROVED SEEDS and sell direct to you on a "Stringless Guarantee of Satisfactory Seeds or Money Back." See back cover page for our Guarantee.

COME TO SEE US. WRITE, 'PHONE OR TELEGRAPH US.
WE ARE AT YOUR SERVICE.

FERGUSON SEED FARMS
SHERMAN, TEXAS



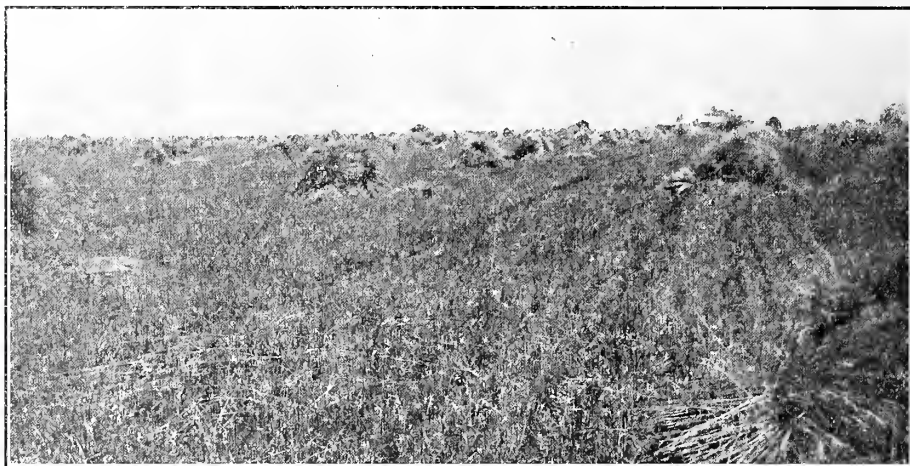
J.J. BRAMBLETT -
MGR. GIN PLANT
COTTON SEED WAREHOUSES

JOHN BRANNIN
SUPT. SEED PLANT
AND WAREHOUSES

T.A. SHEARER
ASST. SUPERVISOR
SEED GROWING

W.B. SEWELL
ASST. SUPERVISOR
SEED GROWING

C.J. DENTON
EDUCATIONAL EXHIBITS
AND DISPLAYS



Reminiscences and Observations

With a Moral and a Preachment For Good Seeds

My father died when I was a youngling of two summers. He left my mother and all the children the large legacy that preachers usually leave to their orphans,—a good name for industry, ability and accomplishment to be preserved. However, as a boy, I was well raised. I got a full measure of those chastening lessons taught in the school of poverty and adversity. These conditions do much to develop habits of carefully observing and systematically analyzing conditions and influences.

Once an older sister went to visit an old school friend of hers, dating back to the palmier days of my father's life time. They were well-to-do villagers. We were just country poor folks, distinguished from our neighbors largely by the fact that we were the orphans of a former widely known preacher and publicist, who in his lifetime had borne a prominent part in building a civilizing spirit into a pioneer country. For some reason, I presume as a result of my own childish desire to "go somewhere," I was taken along. Immediately on arrival I proceeded to explore the place. Presently I returned with an enthusiastic invitation to my grown-up sister to come view my discovery. "They've got a rock wash pan," I exclaimed, pointing to a porcelain bowl and pitcher. . . . My sister somehow did not share my enthusiasm at discovery. I had unwittingly exposed the family "poverty skeleton." Up to that time I had never known anything more elegant than a tin wash pan. However, the proceeds of the next batch of eggs supplied the deficiency. My sister made this contribution to my education as a precaution against further exposure.

But, as I grew older, and my observations were extended I developed a habit of talking less and thinking more about the things I observed. My father was not a school educated man, because six months represented his entire schoolroom career. I never knew my father. I was too young to remember when he died. He was, however, reputed a scholar, blessed with

that degree of courage and knowledge that suggests wisdom. He left behind a well thumbed library, one of the largest in Central Texas, that gave evidence of how he spent his time. I, too, read some of these books. His interlineations gave me his points of view.

The point of view of the thoughts in these books was different from the plane and the tone of the endless, pointless gab of the average "talk" of the easy going citizens, the cow-punchers and the "remarks" of the whittling loafers who gave "color" to the humane atmosphere in which I grew up. I wondered much about this contrast, and here is the thought and the moral I drew then, re-penned into words of today:

Our Minds and Ourselves

Our mind does the work we select. We are to blame if it wastes time and opportunity.

Useless ideas occupy as much room as useful ones. Idle gossip about trivial details consumes as much time as the big ideas that arouse and stimulate our desires into efforts to accomplish greater things.

Therefore, don't just think! Be sure you think about ideas that are associated with large and useful results.

It is 27 years since I left my job in that community—a boy 16 years old in charge of three gin stands—to go to an agricultural college. As a farm hand and gin hand I had saved my money for this purpose. I wanted to get information that explained the things I had observed. I had heard that there were men there who knew the sciences that pertained to the plants, the seeds, the soils, and other matters about the principal business of every one in that community,—FARMING. I spent 16 of these years as student, teacher and investigator in colleges, universities and experiment stations in various parts of the United States,—**learning** and **doing** what seemed to be important.

And all these years I have studied and worked with seeds and plants, crops and soils, and mules

and folks. I have observed that many of the folks were seemingly pulling equally as hard and as freely as the mules at their tasks, following the roads and rows which custom and un-thinking "practical experience" has marked out for them. I have listened to their stories about their misfortunes due to misplaced judgments on seeds or misplaced confidences in some one else's judgment on seeds. Misfortune sometimes stimulates youth and often disheartens the old.

In their stories (and some of them were my own) an inspiration and an aspiration had a beginning. I came to the conclusion that I might do a better part for myself, and certainly for mankind, if I devoted my energies, and accumulated technical knowledge, to improving field seeds. Sufficient to relate that I had but little money and received only passing encouragement, but with **ideas** and **hopes** as my largest investments, I started out.

While I am still on my way, I am now assisted and encouraged by a corps of assistants who share with me my desire, yes even the ambition, to supply the Southwest with better strains of better varieties than we have yet known. Some results so far already secured have given **renewed hopes** that **still greater results** may be possibilities. That "Everlastingly Keeping At It" has brought us a small measure of personal success is only a passing incident that concerns ourselves, but dearer than this is our pride in your appreciation of the accomplishments of these fleeting years of effort and service.

These accomplishments are properly vouched for. If we may be pardoned for a little self praise of the Ferguson Seed Farms, we would stop to say that in all the records we know of, no section of the United States can point to a list of individual accomplishments that compare in line with what has been privately done for the improvement of the seeds of the staple crops of the Southwest. Here are the most important:

(a) CORN: Developed three varieties of corn whose inherent producing quality is such that they are generally producing 10 to 25 bushels to the acre more than the varieties heretofore planted by southwestern farmers. The significance of this statement, based on the average results of more than fifty experiment station tests covering a period of nine years, may be better appreciated when it is recalled that the government's figures place the average yield of corn in the Southwest at close to 20 bushels per acre.

(b) COTTON: We have improved recognized standard varieties of cotton to an extent where they yield \$5.00 to \$30.00 an acre more than the best existing strains of these varieties. This statement, too, is not mere boastful "trade talk" but is based on the positive results of the practical field tests made by the experiment stations in three Southwestern States, and stacks of encouraging letters from regular customers.

(c) SMALL GRAINS: We have developed by scientific head-row-selection, an improved strain of red oats that, according to the signed statements of about a hundred farmers, gave increased yields ranging from 5 to 40 bushels per acre more than the common field-run red oats when grown under similar conditions on their own farms. See further under FERGUSON No. 71 OATS, described on pages 24 and 25.

At the present time extensive investigations are under way looking forward to the development of new and better varieties of wheat, oats, barley and rye. These investigations call for high technical knowledge and thousands of dollars annually. There are not many sections of the U. S. where private endeavor is doing so much for seed development as here in the Southwest. Results not yet announced are full of promise.

We of the Southwest are Architects of Our Own Fortunes

We want every farmer, merchant, manufacturer and financier in the Southwest to realize; to constantly remember and to ACT on the idea that THE SEEDS that will give the highest development for our Southwestern crops, must be

bred-up IN the Southwest, IN the climate in which they are to be grown. The North and the East may supply us with machines and implements that will be as successful here as there, but our SEEDS, following the natural law universally recognized by the scientific knowledge of the world, must be developed in the Southwest.

You Southwesterners: Be you farmer, manufacturer, financier or otherwise, we invite you to join us in preaching this text until it becomes the rule of action of every farmer. It is the doctrine of "conservation of effort" and "stimulation of production" all in one:

Our Fields and Prosperity

Our fields grow the crops we select and plant. We are to blame if they waste time and season's opportunity.

Ordinary seeds occupy as much room as well-bred seeds. Unimproved common seeds consume as much labor, time and money as the best bred strains of the best varieties, that arouse us to an appreciation of the possibilities of the soils we cultivate.

Therefore don't plant just seeds! Be sure that your seeds are proven better yielders than the common sorts grown from year to year. Plan to associate your labor with larger results.

That is the spirit of the Ferguson Seed Farms. If after reading this booklet more specific information is needed for your final conclusions about seeds for **your** crops, write us your questions. Remember that if we sell you:

Seeds good enough for **us** to grow

They are good enough for **you** to plant.

We invite you and your friends to visit our fields, trial grounds, seed breeding blocks, warehouses, gin and seed cleaning plants at any time that suits your convenience. Others have been pleased with the results of their visits. Why not you? Yours for Better Seeds,

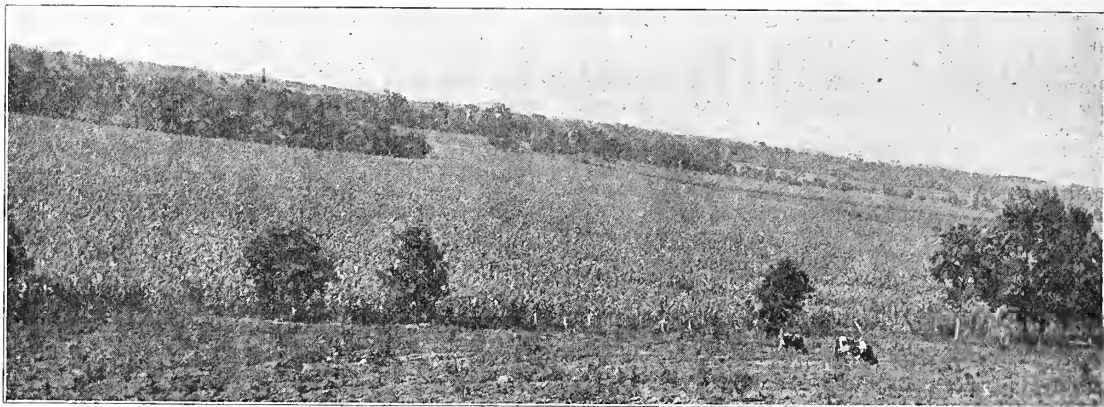
A. M. Ferguson

President, In Charge of Seed Breeding.



Harvesting a UTILITY TEST of varieties of corn on Ferguson Seed Farms

This is not a test of theories, but of the seed corn actually planted by Southwestern farmers. Pounds of corn to the measured row and counted stalks was the measure of utility. These tests prove that many farmers are "Planting poor varieties and do not know it"



A Field of FERGUSON YELLOW DENT Corn, Special Pedigreed Seed

About Buying Seed Service

Judging Seeds and Seedsmen

You may plow and harrow
 Today and tomorrow;
 You may plow 'till your hair turns grey.
 But if your seed isn't strong,
 You have started wrong.
 You can't raise corn that way.

We should no longer say to our boys "Don't put all your eggs in one basket." On the contrary let us say: "Discard the basket and get a specially designed egg crate for your eggs and watch the crate." So with the most successful farmers. They have learned to specialize on a few crops and diversify with side lines only when they are aids to the main crops.

SHOULD YOU BE A FARMER OR A "JACK OF ALL TRADES?" You are no more expected to know all about all the things you have to have done than other men. This is a day of specialized knowledge and skill. As a farmer you have your hands full of business, with men, stock, implements, crops, etc. You cannot be a scientist, lawyer, mechanic, doctor, blacksmith, and seed breeder all in one. Why should the farmer attempt to be a "Jack of all Trades?" People in all other lines recognize that this is an age of specialized work. We can usually do best by depending on technical training and talent to look after technical work.

ABOUT BUYING SEED SERVICE. Every farmer would like to have seeds that are better than the ones he now has in his own crib, but in **BUYING SEEDS he is more dependent on the integrity and ability of the seedsmen than for any other kind of service he buys.** You may know about the doctor's results in a few days. So with the mechanic, but in buying seeds you must wait until you have spent a season's work and a year's opportunity to find out if you have been well served. As seedsmen we offer the following observations in order that you may be more discriminating than farmers usually are. Hence these suggestions about seeds and seedsmen.

THE MERE APPEARANCE OF THE SEEDS conveys but slight protection. We have been investigating seed corn and cotton seed and seed grains for many years, yet we would not at-

tempt to judge the yielding power of these seeds merely by their appearance. We are sure that we cannot even estimate yielding quality by merely **looks, weights, length or other measurements of the seeds themselves.** These qualities while important, are not indicative of high yielding power on a farmer's farm. Most people, however, judge solely by the appearance of the seeds in hand, and consider plumpness, size and good color as worth more than any performance pedigree of superior yielding power.

SEED MERCHANTS AND SEED BREEDERS COMPARED. Seed merchants may go into the market anywhere, at any time and buy seeds that "look good" at so-much-a-bushel. Seed breeders and seed growers on the other hand must take the same medicine that they offer to sell to you. They must "bet" on their own seeds. A large seed grower must depend on the size and quality of his crops for his profits, whereas, the seed merchant is largely dependent on profits-per-bushel.

A METHOD FOR FINDING THE BEST YIELDING SEEDS

The yielding quality of any particular variety or strain or selection within a variety may be reasonably approximated by the experiences and observances of practical farmers, but this method requires several seasons and is subject to much uncertainty. Inherent yielding quality may be more quickly, more accurately and permanently determined by exact measurements in the field by **growing the different varieties or strains of varieties under uniform conditions on measured strips of uniform land.** This in connection with the "general experience" of thousands of farmers is **OUR way.** It is **CERTAIN, POSITIVE and RELIABLE.**

APPLY THESE IDEAS IN YOUR SEED BUYING. It is not the mere appearance of the seeds that concerns you. You want **facts** that give you reasonable assurance that the seeds you buy are capable of producing good yields in the climate and soils on your farm. It is useless to select seed by **color** if you sell by **pounds.** Mere uniformity is important only when asso-

ciated with an established reputation for making good yields.

GOOD SEED AXIOMS EXPLAINED. All the arguments usually advanced to encourage the use of "good seed" or "better seed" imply that for the particular seed in question some competent person at some definite time and designated place has in some exact and scientific way "done something" to separate seeds producing GOOD quality and LARGE yields from seeds producing POOR quality and LOW yields.

"**CHANGING SEED**" and "**SENDING OFF**" are expressions often used by farmers to describe their efforts to get better seed. The suggestion is sometimes "played up big" by some commercial seed houses. Our advice is that there is no advantage in merely "changing seed" or "sending off." Do not do either unless you have been supplied with information that convinces you first that the variety of seed you are to change to is better than the one you now have; and second, that the seed are coming from a man whose ability and reliability are such that you know you will get seed of the kind and grade you order. To get this information you may need to ask a good many questions.

LET THE QUESTIONS BE SPECIFIC AND PERSONAL. When seeds are offered you as

"good seeds" or "improved seeds" of some well-known variety, you should note whether the offer is from:

1. **Plant Breeders**—Men who make a business of growing seeds from first choice, superior yielding individuals from year to year, and who grow their commercial seeds from freshly improved stock-seeds each year.

2. **Seed Growers**—Persons who do not breed-up their own stock-seeds but secure seeds and propagate for seed purposes. To merit the title "seed grower" one should at least practice some sort of "culling," "rogueing," "growing a seed patch," or other means by which a large per cent of the obviously undesirable seeds may, at least, be excluded from the stock seeds in growing the commercial seeds.

3. **Farmers** who grow crops from year to year but exercise no more than ordinary care in maintaining the quality of their seeds.

4. **Seed Dealers**—Persons or firms who buy and sell seeds of all classes and grades, and from various sources. They are usually without first hand information about the quality of the seed, except such as may be determined by the appearance of the seeds themselves. Their supplies are usually purchased from farmers or seed-growers.

Questioning Seeds and Seedsmen

Mix Caution with Knowledge

EVERY PURCHASER OF FIELD SEEDS will be more likely to get the kind of seeds he believes he should have if he will insist on knowing where and by whom grown and prepared as well as **where, when and how** they have been bred-up.

- 1 **Who** he is and what his reputation is for ability and dependability as a seedsman and responsibility as a man or firm.
- 2 **Where** his seed improving work was or is done, and where the seeds were grown. Be sure that you know that the seeds were grown in a climate similar to your own. It is not so much a question of distance as it is similarity of climate during the growing season.
- 3 **When** he improved the seeds; how long he has been improving them, and whether or not the seeds he proposes to sell you were grown from freshly improved pedigreed strains or merely "general crop" stocks.
- 4 **How** he is improving his seeds. Ask and insist on definite explanations of just what

he has actually done in times past to improve the quality and yielding power of the particular lot of seeds he offers you. See OUR answers in this booklet.

- 5 **What** is the reputation of the variety offered, and of the **particular strain** of the variety offered to you. Do not plant largely of any variety unless it has been tested by the Experiment Station in your state and listed as a "standard variety" by the Crop Improvement Associations in your section.

THE SAFEST PLACE TO BUY is directly from the man or firm who gives you satisfactory assurance that their seeds have been BRED-UP, GROWN, PREPARED and SHIPPED UNDER THEIR OWN SUPERVISION. This fixes the responsibility for the quality of the seeds and the dependability of the seedsman. Mere seed growers or seed merchants do not control the safeguards sufficiently to afford you the same measure of protection.



Planting a Breeding Block of Chisholm Corn on Ferguson Seed Farms



Lone Star Cotton Breeding Block in Early Summer on Ferguson Seed Farms

Greater Future for Cotton and Cotton Growers

SOUTHERN FARMERS must now realize that cotton has come to occupy a larger place in the world's industry. In its production, manufacture and transportation it gives employment to more people than all other crops combined. It brings more money to American shores than all other crop exports combined. Because of its increased use in older industries, and new uses in new industries this Southern crop is of more importance to the world than it has ever been before.

NEW AND LARGER USES FOR COTTON. It's the world's largest supply of spinnable fibre, and because of the decreasing supply of wool and other fibres heretofore so important, more cotton will be needed to clothe the growing population. Rubber and leather supplies are lessening and substitutes made largely out of cotton are taking their places. The needs in these lines are now very large and promise to be larger as time goes on. The automobile industry, the manufacturers of furniture, shoes, clothing and novelties and all lines heretofore using large supplies of leather and rubber are largely using substitutes made from cotton.

THE DECREASING HERDS OF CATTLE, hogs, and other animals supplying oils is seriously curtailing the world's needed supplies of fats and oils. Cotton is coming to the rescue. Cotton seed oil is now a dominant factor in the world's supply of fats available for domestic use and especially in making explosives, so much in demand in these war times. It should be noted that both the lint and the oil are used in the manufacture of explosives. Cotton and cotton seed are therefore doubly in demand as an indispensable war supply.

COTTON FLOUR is more nourishing than Wheat Flour. Prejudice, born from ignorance, is the stubborn barrier that keeps cotton seed flour from becoming a great domestic staple. The present generation must overcome its prejudices for bread made from white wheat flour and recognize cotton seed flour as being more wholesome, more nourishing and cheaper than the wheat flour. Cotton seed meal, mixed with two-thirds wheat flour, makes splendid appetiz-

ing bread, biscuits and cakes on the Ferguson Seed Farms.

THE PINCH OF WAR is overcoming the European prejudice against corn bread, and it may do as much to overcome our own prejudice against cotton flour bread. Both are wholesome and nutritious and cheaper than wheat bread. Europeans object to corn bread because of the color and also because corn is used for stock feed. We have a similar prejudice against cotton seed meal. Time will right these conditions and cotton seed will be even more valuable to the South.

LET US FACE THE TRUTH, with a determination to intelligently take advantage of the great opportunity that is now open to Southern cotton growers. "'Tis sad, 'tis true, and 'tis true 'tis sad," but the cotton farmer of the South is not equally as prosperous as the farmers in other sections of the country. We also have less to spend for homes, schools and public welfare, and students of our social conditions say that it is largely due to the fact that we are not equally educated, intelligent and attentive in applying scientific knowledge in improving, as well as in growing and marketing our crops.

OUR BACKWARDNESS IN COTTON SEED DEVELOPMENT may be easily understood if it be noted that with half a century of Southwestern development the names of all the men who have made notable advances in improving cotton for our climate may be counted on the fingers of one hand. Only within recent years has the work received the attention of scientifically trained intelligence, working with definite system and ample resource. This statement seems all the more remarkable when it is recalled that cotton is the most important crop in all these states, covering over seventeen million acres, producing a crop whose annual value is upwards of \$500,000,000.

ALL THE WORLD'S INTELLIGENCE has been appropriated in developing our spinning mills, oil mills, ginning machines and in the commercial handling of this crop. Our backwardness is chiefly in the development of the cotton plant itself. Perhaps we have been equally slow, as a people, in developing varieties of corn and

small grains, but in calling attention to these facts our only purpose is to inspire the zeal, strengthen the hope, and to add to the determination of our farmers to intelligently take advantage of the great opportunities that are now theirs. The future social welfare of the South demands that the best intelligence available shall spend its energy in improving the cotton plant itself.

In passing it may be noted that possibly there is not a section in the United States where private endeavor has done so much for development of a country's seeds, as has the Ferguson Seed Farms in standardizing and improving the varieties of field seeds for the Southwest. Most

informed farmers know the three leading varieties of corn for the Southwest, and the varieties of cotton that have added so much to their prosperity. In the work of developing and disseminating seeds of these varieties, and in educating the public to an appreciation of their merits, the Ferguson Seed Farms have borne an active part.

More detailed statements of the value of these varieties are given under their separate descriptions elsewhere in this catalog. It is our desire to not only be active in breeding up the seeds for Southwestern farmers, but to assist the farmers themselves to intelligently understand their seed problems.

Cotton Seed and Cotton Breeding and Their Relation to Prosperity

COST OF SEED AND MONEY VALUE OF THE CROP. Farmers do not grow cotton merely for seed. Seed sell for only two to three and a half cents or more per pound. Ordinary up-land lint cotton brings 25 to 30 cents per pound, or 8 to 10 times as much. Extra staple cotton brings 30 to 75 cents per pound.

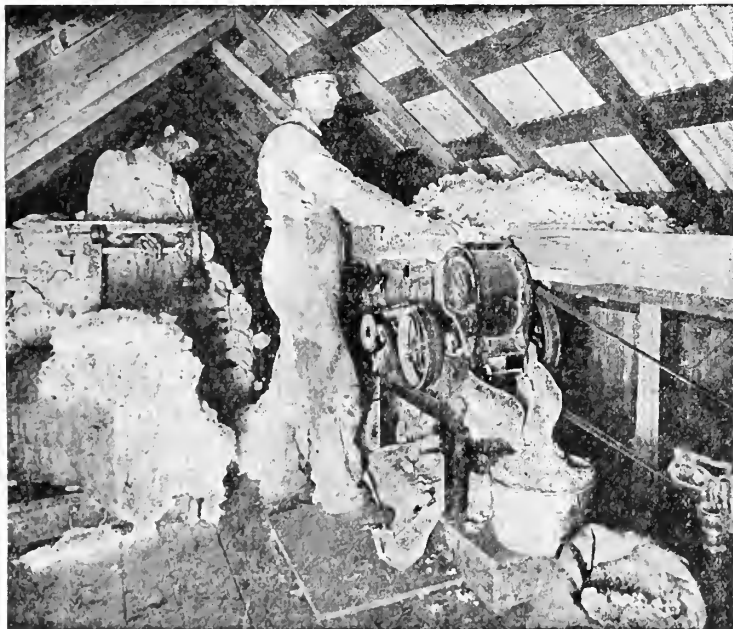
COST OF PLANTING SEED. Ordinary country run cotton seed at planting time will cost 3 to 5 cents per pound. Special bred-up planting seed may cost 9 to 10 cents per pound. Farmers plant $\frac{1}{4}$ to $\frac{1}{2}$ bushel of seed per acre, so that the cost per acre for seed varies from 25c to \$1.60 per acre. For average conditions, ordinary farmers' country run seed will represent a cost

of 75c to \$1.00 per acre. An additional expenditure of 40c to 60c an acre will plant his entire crop to the very best bred-up, high yielding, high linting, stormproof varieties. **Can he afford it?**

CAN THE FARMER AFFORD GOOD SEEDS? To intelligently answer, it will be well to compare their cost to the possible extra returns. If by the use of extra good seed he gains only 2 or 3 pounds of lint and 4 to 9 pounds of seed on an entire acre, he will gain 65c to \$1.20, in the value of the crop, or, in round numbers, 50% to 100% on the investment. It is, therefore, plain that seed that will afford an increased yield of 2 or 3 pounds of cotton to the acre will justify the additional investment.

PROFITS HE MAY EXPECT.

Government tests at Experiment Stations in several Southwestern states have shown that certified, bred-up seeds from the Ferguson Seed Farms yield from 40 to 360 pounds of seed cotton per acre MORE than seed of the same variety from recognized good seed breeders. If our strains prove-up to be such superior yielders **over well bred strains**, you would expect them to yield more than just good "common country run" seed. Many farmers find that it pays them to buy freshly improved seeds every year. Certainly, such decided differences as described in the tables on page 13, show that a gain of 2 to 10 pounds per acre are safe possibilities. The wonder is that so many farmers are content to plant any kind of seed, except the very best to be had. But where are these bred-up seed to come from?



"A Laboratory Gin used to gin small quantities of valuable new strains of cotton. It allows accurate determinations of per cent lint and at the same time keeps these new strains of stock seeds unmixed." See small roller gin illustrated on page 9.

Cotton Must Be Bred Up Continuously

Every farmer knows that cotton seed "run out" by natural variation and by getting mixed at the gins. It is plain to any one that if a variety of cotton is good, that some one must be continually selecting the seed to keep the variety from running out. It is likewise obvious that if the variety is bred-up or improved that some one must continue selecting seeds for a number of years with even greater care. And further, it is obviously true that if these improved or better strains of these good varieties remain better, that the work must be continued.

We are doing this work every season. We can describe only a few of the many things we do to make the wealth producing characters of these standard varieties better from season to season.

FINDING THE BEST VARIETIES. We keep up with the work that is being done to improve cotton and cotton varieties. We maintain an experimental station for testing all the promising and "boomed" varieties. This is a separate department of our business. Our own strains are included in these rigid tests. All are tested in the field to compare their ability to produce large yields and withstand the winds and storms against falling out. The crops are also studied for the quality of their staple and per cent of lint. All necessary information is secured on which to base safe conclusions. We sometimes duplicate and triplicate our tests in order to be sure of accurate data on which to base our conclusions. This is an essential feature of the

SEED SERVICE that the Ferguson Seed Farms render to its customers. A variety must be among the best, else we do not attempt to improve and grow it.

BY CONTINUING THIS WORK as we do, we always know what progress we are making in our seed breeding and what progress others are making, for we get seeds from others to test in comparison with our own strains. Everyone knows that not all Jersey cows are equally good milkers. Farmers should not place too much stress upon mere variety names. There is just as much difference in strains of seeds belonging to the same variety as there is in Jersey cows.

FINDING BETTER STRAINS. For example, two lots of cotton seed belonging to the same variety and representing two strains developed by different persons, did show a difference in yielding power when grown side by side, amounting to from 40 to 314 pounds per acre. See the record on page 13 where these differences in two strains of Mebane Triumph cotton are given. In our breeding work we often have strains that are not good yielders. It is our business to locate the good yielding strains and propagate them for seed purposes. It is equally as important that we locate the poor yielding strains and discard them. **This is the most important part of the work of Ferguson Seed Farms.**

Increasing the Per Cent of Lint in Seed Cotton

Every farmer realizes that a gain of just one per cent in the turn-out of lint adds about 15 pounds of lint cotton to the bale; that 2% adds 30 pounds; 3% adds 45 pounds; 4% adds 60 pounds; 5% adds 75 pounds, etc. When cotton is only 20c a pound this 5% gain adds \$15.00 to the value of the bale.

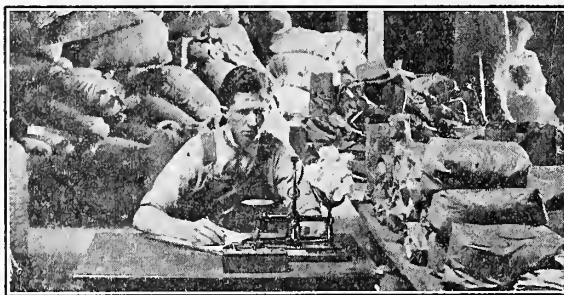
To add only one per cent to the turn-out of lint to the cotton crop in Texas alone at present prices will bring over \$10,000,000.00 more to Texas farmers every year; 5% would add over \$50,000,000.00.

HOW IT'S DONE

Do you know what we are doing to keep up this 5% advantage in lint? Here is a brief account of what we do every year. Several thousand or more of the choicest individual stalks are picked into separate paper bags.

The seed cotton from each separate stalk is then carefully tested for lint quality. The few best ones are graded for other qualities and then weighed on delicate scales, the crop from each separate plant is ginned on a special roller gin. (See cut.) Then the seed and lint are weighed separately, and from this we calculate the per cent of lint to a fraction. Usually only the seed from

selections running 38% to 42% lint are saved for further propagation. The crop grown from these proven high-linting selections is ginned on our ten-saw laboratory gin. If it holds up to a good per cent of lint it is saved and planted in multiplying blocks.



"Working out the per cent of Lint in Individual Selections. All our cotton seed descend from carefully selected individual plants. These selections must prove up good linting, quality before they are selected for further tests in breeding blocks. See on page 9 illustration of Roller Gin."

Three to four years of this work is necessary to produce the extra high linting seed used to plant our increase fields.

And yet for only a few cents per acre more than the cost of just cotton seed you may add \$10.00 to \$15.00 to every bale of your crop by planting seed developed in this way.

SAVES COST OF PICKING. For ordinary cotton that just about "thirds itself" it is usual to send 1,500 to 1,700 pounds of seed cotton to the

gin to get a 500-pound bale. This much of our improved cotton would gin out bales weighing 570 to 680 pounds. These bales are too large so we pick only 1,200 to 1,400 pounds of seed cotton to get bales weighing above 500 pounds, thus saving the cost of picking 200 to 400 pounds, or \$2.00 to \$6.00 a bale on the cost of picking. This alone will more than pay the cost of the improved seed.

What the Careful Seed Breeder Does to Make Seeds Better

Dealers and Growers Do Not Do These Things

(1) **We Practice Rigid Stalk Selection**, saving seed every year from well-formed stalks. Many farmers do not understand that we may judge the probable fruitfulness of a stalk of cotton by its shape, just as accurately as horsemen judge the usefulness of their animals by their shape. **Only seed breeders do this.** As an example of what this is worth in dollars, see table on page 13.

(2) **We select for early, rapid, continuous fruiting.** These characters have much to do with the usefulness of a strain or variety of cotton. Only seed breeders having breeding blocks select stalks that commence fruiting early, put on fruit rapidly and continuously throughout the season. **Only cotton breeding experts can do this.**

(3) **Boll Selection**—These well-shaped stalks must have well-shaped, large, easily picked bolls. All seed saved for our breeding blocks must have these good qualities. **No one but seed breeders do this work year in and year out.**

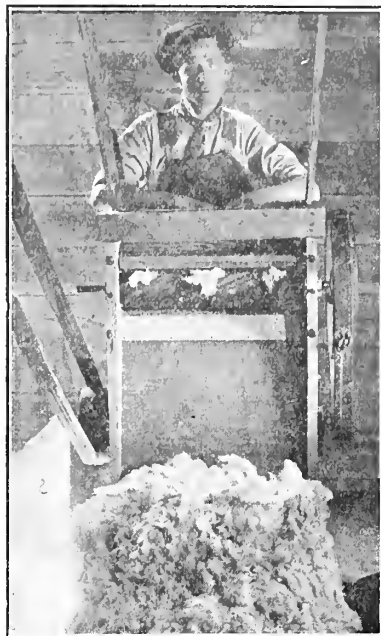
It's labor saved before you begin, to plant a big balled cotton when 40 to 60 grabs gives a pound of cotton for your sack, instead of a small balled cotton requiring 90 to 125 grabs to produce the same result.

(4) **Storm-proof Quality Is Tested Out Every Year** in all our selections. We do not merely judge storm resistance by "looking" at the bolls. We test it by leaving our choicest and most expensive seed crops in the fields without picking until November and December and sometimes even into January and February. If the locks stay in the open bolls 3 to 6 months and do not "string-out," we know that the selections are storm-proof. We also know that 99 per cent of the cotton will regularly be picked out of the bolls and not off of the ground. This means a saving in ease of picking, and money in the "grade" of the lint. This is another valuable character that cotton breeders render to their customers.

So far as we know, or have heard, we are the only cotton breeders in the world that have been following scientific methods in developing increased storm resistance in cotton. Many persons who visited our breeding blocks in November and early December were surprised to find breeding block, unpicked, showing better than 99 per cent storm-proof fields. Greater still was their surprise in February when visiting such fields yielding over a bale to the acre, and finding less than 2 to 3 per cent of the locks on the ground. See cover page illustration.

(5) **We Develop Good Fibre** in our cotton. Another valuable service that cotton seed breeders render. No one but specially trained cotton fibre experts can intelligently select for good fibre. The fibre of some of our improved varieties sells for one-half to four cents per pound more than common cotton and as much as six cents a pound more than Half and Half cotton.

(6) **Better Per cent of Lint**—The Ferguson Seed Farms is a pioneer in applying exact, scientific methods in developing high per cent lint in cotton. We have not lost sight of the fact that per cent of lint and length of staple (within reasonable limits) are second in importance to gross yield of lint cotton per acre. In carrying forward this important work we make use of all the necessary instruments and precision machines to eliminate guess, chance or hasty opinions. Mere seed growers, farmers and merchant seedsmen do not perform these valuable services in breeding-up cotton.



"Roller Gin. Has no saws. Used in ginning seed cotton from single stalk selections. This gin used with the balances, shown in illustration on page 8, allows us to make accurate determinations of the per cent of lint in the seed cotton of each individual plant."

IMPROVING FIELD YIELDS MOST IMPORTANT

It is obvious that the staff of seed breeders of the Ferguson Seed Farms have been doing this work in a way to get results, when the record of our MEBANE TRIUMPH seed is read on page 13. Figures like these are almost as convincing as "eating the pudding." We cannot here give a detailed explanation of how these results are accomplished. It is no secret, however. Visit us and we will show you how it is done. Our fields, test blocks, breeding blocks, and seed fields, laboratories and warehouses are open to visitors. Hundreds who visit us every year speak in amazing surprise that this work is being done with such remarkable scientific thoroughness. Sufficient to say only a large seed breeding farm could afford to spend thousands of dollars testing thousands of plants through a series of years for the purpose of finding their best yielding strains. Only seed breeders do this.

FARMERS WHO GROW COTTON are interested in seeds that produce results that can be depended upon. We ourselves are large farmers and have an even greater interest in good crops for our own fields. Good, well-bred seeds mean greater returns to us and greater returns to you

Lone Star Cotton

**Better Quality of Lint—Sells for More Money
—Larger Bolls—More Storm Proof**

For 15 years we have kept a covenant for "good faith" in a sincere effort to "make a business of improving varieties of field seeds already known to be among the best for general use."

We have offered our customers something more than "good faith" when we quoted our seeds. We offered "seed service" founded on exact scientific information that had been tested out in practical experience. This was more than any seedsman had previously offered Southwestern farmers, but it is no greater than

they should demand of any seedsman in the future. We believed then, and we believe now, that the greatest obstacle in the way of a more general use of bred-up, genuinely improved seeds is the too common mistake of misplaced judgments on seeds and mis-placed confidence in seedsmen. But few people can realize how much determination and sacrifice has been required to overcome the prejudice against real seed breeding arising from these two sources.

But, you cannot fight down a prejudice by words. Example is the best weapon to fight prejudice as well as ignorance. Our problem, therefore, was to have good seeds, and be sure about the goodness.

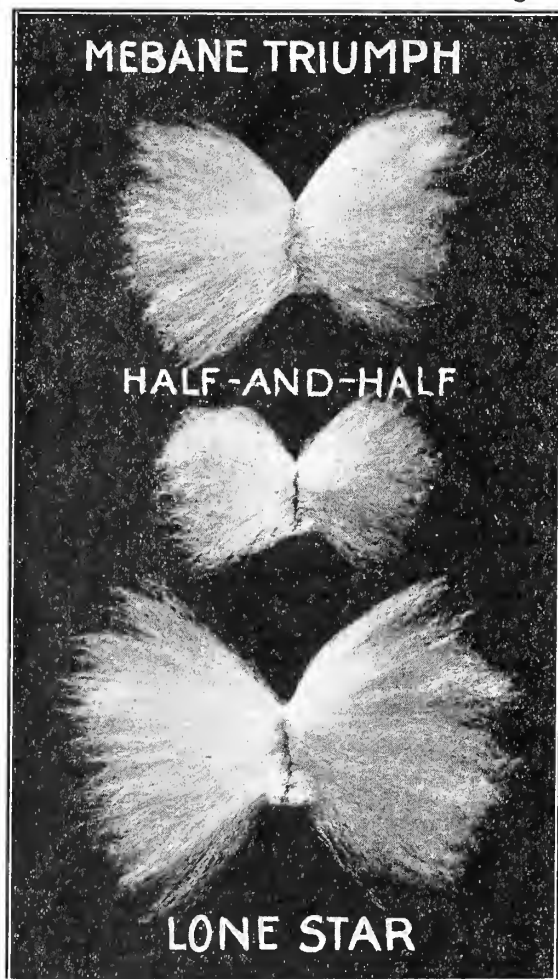
We made no mistake about LONE STAR COTTON. Eight years ago this variety came to us with the recommendation of the Cotton Specialists of the U. S. Department of Agriculture. It was explained to us that the Department would never have introduced this new variety had it not proven to be better than existing varieties. The detailed descriptions looked interesting, but our former experience with other recommendations coming from the Department suggested caution.

We tested LONE STAR COTTON. It was introduced into our variety test blocks for comparison with other varieties. A small field was also planted for general study. We were so **profoundly impressed** with results of these first tests made eight years ago that a more extensive study and investigation was undertaken. As a result we became thoroughly **convinced** beyond any reasonable doubt that LONE STAR COTTON was superior to the then recognized standard variety (Mebane Triumph) and destined to become the leading variety of cotton. In introducing it to our customers we described it substantially as given on the next page. That description still stands.

During the last five years we have probably sold more LONE STAR cotton seed than all other growers and dealers combined. Thousands of farmers have given it a trial on our recommendation. We have met but few farmers who have given this magnificent variety a fair trial who are not well pleased and are now growing it.

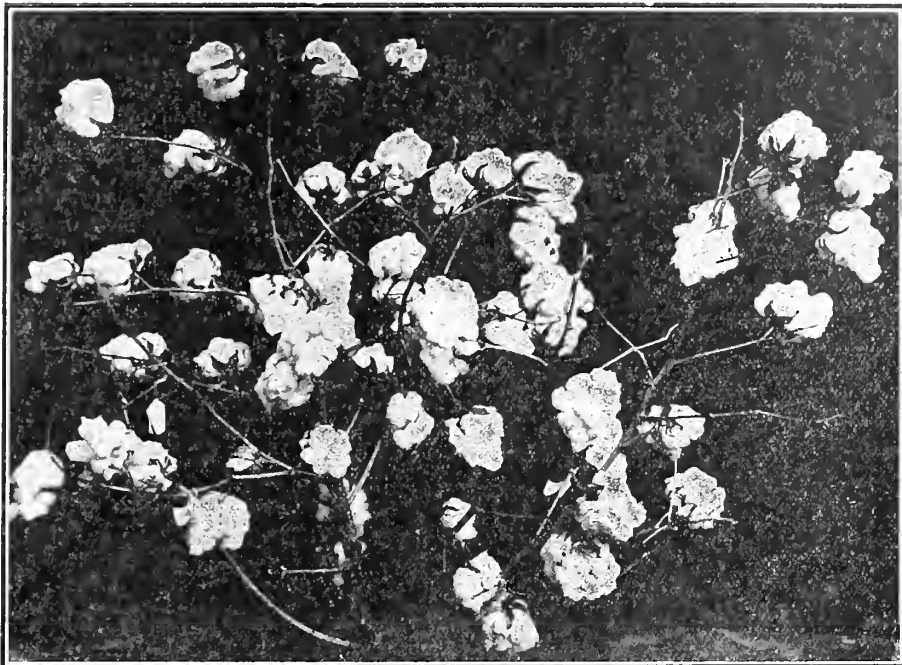
Many old customers in sending in their orders for fresh stocks of LONE STAR cotton advise that they have sold the seed out of their crops to their neighbors who bought because they were convinced by seeing it in their fields.

Many sections of Texas, Oklahoma and Arkansas have become so thoroughly convinced that this variety is best for them that they are ordering fresh stocks in large quantities every year. Some of the largest cotton growers, men with large plantations of several thousand acres, are planting their entire crop to LONE STAR.



"The length of fibre in cotton is important. The above cut shows the staple of MEBANE TRIUMPH, usually ranging from 1 inch to 1 3/4 inch long; Half and Half from 1/2 inch to 3/4 inch, and LONE STAR from 1 1-16 to 1 3-16 inch long. The staple varies with the seasons and soils. The samples photographed above grew in the same field under the same conditions in our variety test field.

Note
the large
size of
even the
late bolls
and the
storm-
proof
quality
of the
low
early
bolls



"A Typical Stalk of Lone Star Cotton, removed from the field in November. The limbing shows early, rapid and continuous fruiting habits."

Special Advantages of Lone Star

We grow **MEBANE TRIUMPH** and believe that we have offered **THE FACTS** to prove that **WE HAVE** an exceptionally good yielding strain. In general **LONE STAR** is better, however, and has these specified advantages:

1. **Larger Bolls**—Hence easier to pick. 37 to 50 to the pound of seed cotton under average conditions. This is much better than 75 to 125 grabs to pick a pound from an ordinary small balled cotton.

2. **More Storm-Proof**—This means more than ordinarily considered. First, IT AVOIDS LOSS by cotton falling out and being lost. In case of severe wind storm or beating rain the loss may amount to many pounds per acre. It will not be lost with our extra special storm-proof **LONE STAR**. Fields have been left unpicked until November, December and even late into January with a loss of missing locks of less than one per cent. Extra storm-proof quality PROTECTS THE GRADE, because the locks do not get "stringed out" to dangle in the air and catch the dust, producing what the buyers call blue or smoked cotton. You can pick your entire crop at one or, at most, two pickings without loss, if you use our Certified Seed of **LONE STAR COTTON**. Sometimes labor is scarce or weather is bad and the crop cannot be picked. You need not worry if you have our **LONE STAR**, for you will still be able to pick all the cotton out of the boll—not off the ground, as too often results with ordinary cotton.

3. **The better grade in the lint alone**, resulting from the extra storm-proof quality, will bring a return that will more than pay for the cost of the well-bred seed. The grade on 172 bales of season run **LONE STAR** averaged more than a full grade better than the grade on 102 bales of **Mebane Triumph** last season. The data on which this statement is based was secured on a part of our crop last season. The classing was made with extreme care by three expert cotton classers especially employed, who made a study of these bales by number without knowing their origin.

4. **Field Yields** are as good, if not noticeably better than **Mebane Triumph**. This is the general opinion of practically every farmer who grows **LONE STAR**.

5. **High Per Cent of Lint** in seed cotton ranging with **Mebane Triumph** from 35 per cent to 42 per cent, depending on seasonal conditions.

6. **Extra Long, Strong Staple**. A very desirable quality and our cotton buyers are learning to recognize it and pay a premium for **LONE STAR** staple. The lint is longer than even **Mebane Triumph** and has more drag

and body—qualities that are greatly esteemed by spinners. These features are readily gauged by reference to the illustration showing the lint of **LONE STAR**, **MEBANE TRIUMPH** and **Half-and-Half**, when grown under the same conditions. (See page 10.)

The European cotton spinners pay a premium for "Texas Middling" over similar grades coming from the Eastern cotton states. The general use of **LONE STAR** will greatly increase the amount of the premiums for Texas staple. **LONE STAR** staple ranges from 1 1/16 inch to 1 1/4 inch, whereas **MEBANE TRIUMPH** ranges from 1 inch to 1 1/4 inch under similar conditions. It has better drag and body than **Mebane Triumph** or **Rowden**.

7. **The Staple Sells for More Money**. In any market where the buyers pull the staple to fix prices, and do not depend on just "grades" alone, **LONE STAR** lint brings a premium over **Mebane Triumph** and **Rowden** cotton, ranging from 1/2c to 3c per pound. This is equal to \$2.50 to \$17.50 per bale extra.

During the last three years these premiums have been regularly paid at Sherman, Greenville, Paris, Honey Grove, Clarksville, Texarkana, New Orleans, La., and they will be paid in any local cotton market furnishing enough **LONE STAR** to enable the local buyers to easily assemble large blocks of straight **LONE STAR** bales.

Communities that have found their cotton prices lowered because of large amounts of **Half and Half** cotton can mend their ways and get extra money by introducing **LONE STAR**.

Prices—Subject to change, we quote in sack lots the following grades of **FERGUSON'S CERTIFIED SEEDS OF LONE STAR COTTON**, put up in new branded, stout 4-bushel bags with our "Certified Seeds" certificate sealed onto every bag, as follows:

Regular Stock Pedigreed Seeds. Per peck, \$1.00; 1 to 24 bushels, \$3.00 a bu.; 28 to 52 bushels, \$2.90 a bu.; 56 to 100 bushels, \$2.80 a bu.; 104 bushels and more, \$2.75 a bushel.

Special Pedigreed Seeds. Limited to surplus stocks of Extra Special Pedigreed Seeds of fourth and fifth generation from breeding block selections. These seeds are positively the best **LONE STAR** seed to be had. All specially grown from choice strains of seed from rogued fields and finger-picked seed. As long as the surplus lasts we quote straight \$3.50 a bushel.

Ferguson's Improved Mebane Triumph

**A Standard Variety Improved by Ten Years of Scientific Breeding
on FERGUSON SEED FARMS**

The original MEBANE TRIUMPH is a magnificent variety having many advantages over the older sorts. It was developed from a fortunate selection on the farm of Mr. A. D. Mebane near Lockhart, Texas, through the co-operation of several cotton specialists of the United States Department of Agriculture, namely, Mr. A. W. Edson, Dr. D. N. Schumacher and Prof. D. A. Saunders.

Mr. Mebane working on his own farm and the government specialists working at several points in the Southwest represented the first efforts that had been made in the Southwest to apply scientific pedigree breeding to the development of the staple crop of the South. It was one of the fruits of the efforts to save the cotton growing industry from destruction by the Mexican Boll Weevil.

It is a good variety in and out of weevil invested territory. It is now the variety of cotton most generally grown in Texas, Oklahoma and Arkansas. It is, also, extensively planted in many sections of Louisiana and in States farther East.

MEBANE TRIUMPH cotton has obtained this wide favor because it possesses several advantages over "just cotton" or the other varieties in use at the time it was introduced. The variety **characters** that have made it profitable to the Southwestern farmers are:

1. **EARLY, RAPID and CONTINUOUS FRUITING** qualities that have made it a proven superior yielding variety.
2. **LARGE BOLLS** that are storm-proof and so easy to pick.

3. **HIGH PERCENT OF LINT**, giving good turn outs at the gin.

4. **Good Lint** of fair average quality.

Scientific tests and general experience proved to the satisfaction of Southwestern farmers that it was the most drouth-resistant, large balled, good yielding variety, and it came to be the leading variety for the Southwest.

IMPROVING A GOOD VARIETY

The Ferguson Seed Farms is not merely just a farm where standard varieties of seeds are grown. It is our business not only to keep these standard varieties bred-up, but to actually improve them. We are not content to "let well enough alone." We have good varieties and good strains of these varieties, but we are spending much effort (and incidentally a good deal of money) to have better strains of these varieties for next year, and will continue to the next, and the next and so on. Our motto is:

It is not man's destiny to be dis-contented
But to be forever un-contented,—
To strive for something better.

But ours is a **business**. **Ideals** and **ideas** are important only when they are fruitful of **results**. The same is true of a business. Our business is to help the farmer to get greater returns for his labor. Therefore, when we offer our own seeds for sale the farmer has a right to know if there are any **facts** that indicate that our **efforts** are really producing **BETTER SEEDS**.

The records of the impartial and careful government tests of our several varieties of seeds supply the facts. Suppose for example, we take the official records for Mebane Triumph cotton.

Where Our Seeds Do Well

FERGUSON'S MEBANE TRIUMPH cotton has made wonderful records in a wide range of territory as proven by the government tests quoted here. We are in the center of the cotton growing section of the Southwest and ship seeds to Mexico, Texas, Oklahoma, Arkansas, Louisiana and states farther East. In South Texas and Southern Louisiana where weevils are serious, we have many customers who frequently re-order fresh stock of seeds. That is the best testimonial we get. Likewise in Arkansas and Oklahoma our seeds are sold in large quantities to old customers. In West Texas and



A Group of Cotton Choppers on Ferguson Seed Farms

North Oklahoma where extra early, rapid fruiting and good storm-proof quality are especially desirable, we sell many seeds.

ABSOLUTE PROOF OF THE SUPERIORITY OF FERGUSON'S MEBANE TRIUMPH

The United States Government and the State Governments maintain Experiment Stations in various parts of the country for investigating the many problems of the farmer, especially his seed problems. Sometimes they get seed of the same variety from different sources and grow them side-by-side under uniform conditions. As all the conditions, except that of seed, are made practically the same, it is accepted as a fair

conclusion that any noted differences in yield is due to differences in the seed.

It so happens that in several of these tests, seeds of FERGUSON'S strain of MEBANE TRIUMPH have been included in tests of seeds of MEBANE'S strain of MEBANE TRIUMPH, the seed of the latter coming directly from the farm where it originated. Here are the results of these tests as far as known:

Results of Four Government Tests of Two Strains of Mebane Triumph Cotton

Season and Location of Stations making the tests.	Yield of Seed Cotton and Percent Lint							
	A. D. MEBANE'S SEEDS		FERGUSON'S SEEDS		GAINS BY MEBANE'S SEED		GAINS BY FERGUSON'S SEED	
	COTTON	% LINT	COTTON	% LINT	COTTON	% LINT	COTTON	% LINT
1912 San Antonio Experiment Farm	480.	38.2	520.	37.2	1.0	40.
1914 N. Louisiana Experiment Station	971.	1234.	263.
1916 Arkansas Exp. Station, Mena..	432.2	37.1	572.0	37.8	137.8	0.7
1916 " " Scotts..	1747.0	37.1	2061.6	39.4	314.6	2.3
Average Gain of Ferguson's Mebane Triumph in Four Tests							183.4	1.0

It may be noted that FERGUSON'S MEBANE TRIUMPH has made the highest yield of seed cotton in every test, averaging a gain of 183.4 pounds per acre. At 10c a pound this is a gain of \$18.34 an acre. There is also an average gain

of 1½% of lint in the Arkansas tests, which would amount to 22½ pounds on every bale ginned from 1,500 pounds of seed cotton. At 25c a pound this alone would be worth \$4.50 for every bale.

The Money Value of Early Rapid Fruiting

BREEDING EARLINESS INTO TRIUMPH.

Early rapid fruiting is very important under boll weevil conditions and also along the north line of the cotton belt where late planting and early frost shorten up the growing season. Early and rapid fruiting is a desirable quality for all conditions and great care is taken to get these two important qualities highly developed in all our strains. Figures and tables are tedious to study, but no farmer should hesitate to "study a little" in deciding about his seeds.

Why are we spending so much to develop early rapid fruiting habits into our seeds? Is it "worth while" to us and to our customers? In as much as seed of this variety is being discussed, these questions may be specifically answered by comparing the results of tests made by the Arkansas Experiment Station of two well bred strains of Mebane Triumph.

The figures in the table given below will show that the gain for our strain at the first picking was worth \$7.75 an acre at Mena, and \$24.24 at Scotts. Mind you! Mere differences in the earliness in the seeds of two strains of the same variety was worth these amounts.

A CLOSER STUDY OF THE FULL TABLE will show that three-fourths of the gain in total yield was made in the first picking. The figures are given in dollars. Cotton was figured at only 18c a pound and seed at only \$50.00 a ton. The pounds of seed cotton are reported in the preceding table.

Results Reported By Arkansas Experiment Station Bulletin No. 129. Cotton Tests for 1916

VARIETY AND SOURCE OF SEED	DOLLARS PER ACRE FOR LINT AND SEED				PER CENT OF LINT
	FIRST PICKING		TOTAL YIELD		
	MENA Oct. 9	SCOTTS Sept. 7	MENA	SCOTTS	
TRIUMPH, A. M. Ferguson's Seed	\$ 26.69	\$ 54.64	\$ 47.80	\$176.54	38.6
TRIUMPH, A. D. Mebane's Seed	18.94	30.40	36.15	144.10	37.1
Gain per acre by seed from FERGUSON SEED FARMS in first picking and in total crop	\$7.75	\$24.24	\$11.65	\$32.44	1.5

With many satisfied customers and positive proof of SUPERIOR YIELDS in Experiment Station tests in the extreme parts of the Southwest there can be no doubt that our seeds will satisfy any reasonable man. The careful tests of the Experiment Stations show large profits for customers using our seeds.

PRICES. Subject to change we quote in sack lots the following grades of FERGUSON'S MEBANE TRIUMPH seed, put up in new, branded, stout 4-bushel bags with our "Certified Seeds" certificate sealed onto every bag, as follows:

REGULAR STOCK PEDIGREED SEEDS. Per peck \$1.00; 1 to 24 bushels, \$3.00 a bu.; 28 to 52

bushels, \$2.90 a bu.; 56 to 100 bushels, \$2.80 a bu.; 104 bushels and more \$2.75 a bushel. Special prices on car lots.

SPECIAL PEDIGREED SEEDS. Limited to surplus stocks of Extra Special Pedigreed Seeds of fourth and fifth generation from breeding block selections. These seeds are positively the best MEBANE TRIUMPH seed to be had. All specially grown from choice strains of seed from rogued fields and finger picked seed. As long as the surplus lasts we quote \$3.50 a bushel.

DE-LINTED, RE-GINNED SEED. Send for special circular announcement and prices on de-linted and graded seed.

New Boykin Cotton

**A New Variety Having
Many Good Qualities**

A Mutation From Mebane Triumph Quite Superior to Its Parent

New Boykin is the name we have given to a sport or mutation from Mebane Triumph cotton found in our breeding blocks in 1913, coming from our strain No. 8-06, A 7-11. The exceptional value of this new variety was fully obvious from its first appearance in our breeding block.

It is shown in the illustration below just as it was first discovered. The rows on the sides are selections of Mebane Triumph Champion Strain 8-06. The mutant has the same parentage as the adjacent rows.

In last season's catalog we called it merely "Boykin," but we have since learned that this name has already been used for another variety. In order to avoid confusion we will hereafter call this mutation "New Boykin" cotton.

COMPARATIVE YIELDS AND QUALITY

In this test breeding block, where all the seeds had been planted with exceptional exactness to get the hills uniformly just two feet apart in the drill, this selection A 7-11 produced 18¼ pounds, where the other selections themselves, representing a favorite Champion High Yielding Strain, produced only 12 to 14 pounds. This rep-

resented a gain of about 30% in yield. On a basis of only one-half bale (a fair average for good farmers) this would amount to 225 pounds or at 10c a pound to about \$22.50 per acre.

An examination of the lint showed it to have more drag and body than Mebane Triumph and to be nearly the same in length. The average per cent of lint was 38%, with the different stalks averaging from 36% to 40%.

IN VARIETY TEST FIELDS when grown side by side with Mebane Triumph, Lone Star and other varieties of cotton it has proven to be an exceptionally good yielder, exceeding both in yield of lint cotton per acre and in per cent of lint.

WHAT CUSTOMERS SAY ABOUT NEW BOYKIN

We have tried to get reports from all who planted NEW BOYKIN last year. All the replies that came in report increased yields, exceptionally large, extra storm-proof bolls, and a lint turn-out from 38% to upwards of 40%. All who raised seed are going to plant them another year. Many have already ordered additional supplies. Here are a few of their reports with telegraphic brevity:

625 POUNDS LINT PER ACRE

"I planted these seeds the fifth of May, 1917, and had a very poor stand, and only plowed the crop three times.

"Picked 1,550 pounds of seed cotton from the acre, ginning out 625 pounds of lint. This is a yield of 40.3% lint. I am more than pleased with the cotton and will plant all the seed on my farm next year."

J. P. MAXWELL, Cashier,
Roxton, Texas.

"Bolls over an average size, easy to pick and storm-proof; stalks about 18 inches high with 16 to 24 large, well-matured bolls. Very well pleased. Will plant all the seed next year."—J. B. Ingle, Grandview, Texas.

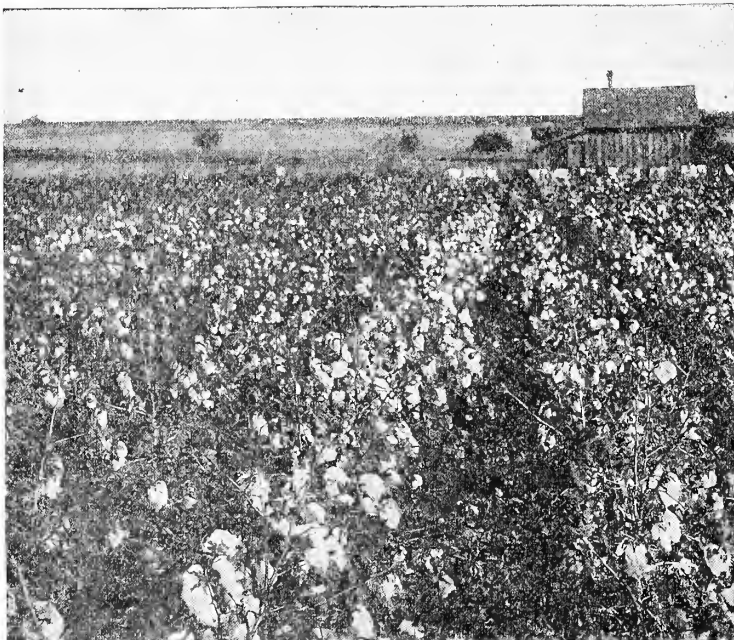
"Bought one peck of seed; planted 3½ acres, checked 2 stalks to the hill; will get 2½ bales. It sure is an early, rapid fruiting cotton."—R. G. Love, Prosper, Texas.

"Bolls very large, easy to pick, gins out 40% lint and better and yields the best I have ever had. Well pleased. Will plant no other."—J. H. Stewart, Lodi, Texas.

"Season very dry, but the few bolls that matured were large, easy to pick and storm-proof. I want the NEW BOYKIN another year."—Ira Howe, Blanco, Texas.

"Of all four kinds of cotton on my place, NEW BOYKIN was the best. We had a dry, hard season."—Chas. Vanellar, Victoria, Texas.

"Bolls large, open good, and easy to pick, did not fall out any. Made 1,350 pounds on one acre and it ginned out fine. Lone Star gave good results, too."—O. B. Lynch, Temple, Louisiana.



"Do You Believe There is Anything in Seed Breeding?"

Some "good things" for this world are chance discoveries, but usually most discoveries are made by persons who are "on the look-out." The original NEW BOYKIN COTTON was a chance mutation, but its discovery and isolation was made possible by our system of breeding blocks. Its grandparent belonged to a champion strain of Mebane Triumph from which many selected plants were saved. Its parent (strain 8-06) was likewise a champion strain from which numerous selections were planted in the breeding block of 1913. One of these selections, while resembling its brothers-in-parentage, proved to be noticeably different and superior in several agricultural qualities. Its first discovery is shown above, as photographed November 22, 1913. The adjacent rows have the same number and spacing of stalks. All are just two feet apart in the drill. Its superiority over Mebane Triumph is obvious.

SEED
BREEDERSFerguson Seed Farms.
SHERMAN, TEXAS.SEED
GROWERS

PRICES: Last year was the introductory season for NEW BOYKIN COTTON. We have introduced several new varieties of corn and cotton to the Southwest, developed as a result of our continued search and efforts to "produce something better" in field crops. In introducing these new creations our policy is to first satisfy ourselves beyond doubt as to their general usefulness; then to distribute widely in small lots so that the world might know "by seeing" what we would offer later. We do this to convince prospective purchasers about the good quality of our seeds. Last year's offerings of NEW BOYKIN cotton were restricted to "one peck to a person, and only one person to a community." These "demonstration patches" have pleased many for they have already ordered seeds. These orders are from persons who bought peck lots last year, but want more seed than they raised, and many are from neighbors of these parties. The price for this year as long as the supply lasts will be \$5.00 a bushel. No discount for quantity orders. First come, first served.



"Proving that New Boykin Cotton is 99% Storm Proof. A cotton breeding block left unpicked until the storm proof quality of different selections could be tested out by the weather during August, September, October, November and into December. Actual count on December 9th showed less than one-half of one per cent locks on the ground. Finally picked February 28, with 97% of the locks in the bolls.

Honor to Whom Honor Is Due

William L. Boykin was a plain, hard working, clear thinking farmer of Kaufman County, Texas, who devoted much time to improving cotton. He was born in East Tennessee on Christmas Day, 1825; moved to Nacogdoches, Texas, about 1850, and in 1869 he settled in Kaufman County, near Terrell.



W. L. Boykin, a Pioneer in Improving Cotton for the Southwest

Boykin, according to information furnished by his son and daughter, grew Meyers Cotton for many years, but during the eighties he made mixed plantings of Meyers and Moon Cotton, and out of this mixed planting came a selection which he called Boykin. We had seed of this original Boykin cotton in our variety test block this year, secured from his son, and from the nature and uniformity of the type we infer that the original Boykin cotton was most likely originally from an individual selection, resembling the old Meyers cotton generally grown in Texas thirty years ago.

"It is just fine. The boll worms tried to eat it up, but it made 800 pounds per acre. Other cotton in the same field will not make over 200 pounds. The boll is large; picks good. I will get enough to plant my entire crop next year. I would not take \$5.00 a bushel and do without NEW BOYKIN cotton."—J. W. L. Yows, McKinney.

"Bolls large and easy to pick. In my opinion this is a fine cotton."—Walter Boykin, son of W. L. Boykin.

W. L. Boykin and A. D. Mebane were fellow members of the Grange and met at the State sessions of this order. It has been observed that in temperament they were much alike. Mebane secured seed of Boykin cotton and out of this came the original Mebane and in turn the selection subsequently named "Triumph" by the officials of the U. S. Department of Agriculture, but now more generally known as "Mebane Triumph." Our mutation, A 7-11 out of Mebane Triumph described above, called NEW BOYKIN is therefore a grandchild of the original Boykin cotton.

An observation and incident illustrating the industrious foresight and humor of the subject of this sketch is reported by Rev. J. W. Hornbeak, now of Corsicana, who was his pastor 40 years ago.

"He had the sandy land on his hickory ridge farm well prepared and checked three feet each way. He was in his field with a wheel-barrow and I asked him what he was doing. His answer came quick, 'Swapping a quart of het cotton seed for a good ear of corn,' and went ahead putting a cup full of spoiled cotton seed into the checks. This was before the days of oil mills. He gathered that fall from that poor sand ridge over forty bushels of corn to the acre. He was equally thorough about his cotton. Everything about his place was done right."

William L. Boykin died January 14, 1906, and left behind a cherished good name for intelligence, industry and good cheer as well as an example of a spirit to serve his fellowman. It is a pleasure, therefore, to honor the name of a plain farmer whose good work (valuable to all Texas beyond the appreciation of his contemporaries) was almost forgotten.

"Season was unfavorable, but it made an early crop of large, storm-proof bolls of about one-half bale per acre; about twice as much as Mebane in the field, but linted about the same at the gin. Am very favorably impressed. Believe it has extraordinary merit."—W. A. Moore, Weldon, Texas.

"On account of drouth stand was poor, but yield was good."—A. F. Martin, Austin, Texas.

Ferguson Roundnose Cotton

Well Suited to Uplands—Best Yet on Rich Bottoms

FERGUSON ROUNDNOSE COTTON is especially desirable under severe boll weevil conditions. On plantations in Southern Louisiana, at the North Louisiana Experiment Station, in the Coastal Region in South Texas, in Alabama and all similar situations, it has proven to be



"TWO KINDS OF COTTON GROWING SIDE BY SIDE. Rowden on the left and FERGUSON ROUNDNOSE on the right. A heavy killing frost on November 2 killed all the unopened bolls. The FERGUSON ROUNDNOSE made three times as much as the Rowden and made it earlier and faster." Moral: Plant early, rapid, fruiting varieties.

exceptionally desirable, making much larger yields than Mebane Triumph and Lone Star.

The bolls are medium large, quite storm proof, but easy to pick, has lint of good quality and gins out from 35% to 41%, depending on the conditions.

This splendid variety was originated and introduced by A. M. Ferguson several years ago. It came from a high-yielding, early, rapid, continuous fruiting selection out of Jackson Cotton. The name refers to its habit of producing roundnose bolls. The points of the burs are very short and the stickers do not injure the fingers when picking. This character, however, is not absolutely fixed in the variety. It shows about 95% roundnose bolls, and sometimes less if the seasonal conditions are unfavorable.

FERGUSON ROUNDNOSE COTTON is very desirable for bottom lands where the tendency of ordinary cotton to produce too much stalk reduces the yield of lint. It is also a heavy yielder on prairie lands. We have produced over a bale to the acre on high prairie land, from stalks slightly above knee high. It produces cotton—not weed. On bottom land the stalks will be higher, but equally as fruitful.

PRICE: 1 to 24 bu., \$3.50 a bu.; 28 to 52 bu., \$3.45 a bu.; 56 to 100 bu. and more, \$3.40 a bu.

Foster Cotton—A Long Staple Variety

Foster Cotton is a regular long staple cotton produced by Dr. D. A. Saunders, Cotton Breeder for the U. S. Department of Agriculture. It was selected from a number of in-bred hybrids



Two bales of seed cotton makes a load on Ferguson Seed Farms

of Mebane Triumph cotton on Sunflower Cotton, the latter a long staple cotton. The staple of Foster is usually $1\frac{1}{4}$ inches long and has been selling around 35c to 45c per pound during the past season. It has a medium sized, pointed boll and is reasonably storm proof, and easy to pick. The seed cotton usually gins out about 32% to 33% lint.

We have seed from a small acreage of well-bred Foster Cotton, grown on a field for the purpose of making selections. It is a desirable staple cotton for long staple districts such as East Texas, Arkansas and North Louisiana.

This variety of cotton was named for Mr. Jake Foster, for many years a large and very progressive plantation owner near Shreveport. All of the early work in developing Foster cotton was carried out on Mr. Foster's plantation. **Price per bushel, \$3.00.**

BEST OATS IN 23 YEARS, SAYS ONE OF GRAYSON COUNTY'S BEST FARMERS. "I have been sowing the Texas Red Oats for twenty-three years and have never been able to bind with a ball of Deering twine over 100 bushels per ball until I sowed the FERGUSON NO. 71 OATS in 1917, which averaged 150 bushels per ball of twine. To my judgment the FERGUSON NO. 71 OATS are the best I ever planted.

"In 1915 I sowed 40 acres in Texas Red Oats, which averaged me 52 bushels per acre. In 1917 I sowed the same 40 acres in FERGUSON NO. 71 OATS which yielded me 70 bushels per acre. I have been sowing oats for myself twenty-three years, and have observed closely the difference in oat seed, and to my judgment as a practical farmer, the FERGUSON NO. 71 OATS are the best grade I ever planted in my life.

"The FERGUSON NO. 71 OATS produce a higher yield, better quality, therefore brings a bigger price in every respect than any other oat that I have sowed in all my experience of oat raising. I will close by thanking Mr. Ferguson and his friends for introducing the FERGUSON NO. 71 OATS to me in 1917. I intend to sow them again in 1918."—B. F. Armstrong, Sherman, Tex.

"ALL YOU CLAIM FOR THEM." "Your oats came up to what you claim for them. A greater drought resister. Also rust. Freer stooling. I am also pleased with your Tennessee Winter Barley, CHISHOLM, SURCROPPER and FERGUSON YELLOW DENT CORN. Will have some more sent next spring for planting. Please send me prices on FERGUSON NO. 71 OATS and Texas Winter Barley, as I want to plant some this fall again as soon as season permits it."—Peter Busenlehner, Nueces County.

Making Cotton More Storm-Proof

Along with breeding-up for better yields, we have developed unusual storm-proof qualities in our strains. We rarely harvest our breeding blocks until November or December and in our improved strains there are less than 1½% of the bolls with missing locks. Neither do they get "stringed-out" by the wind.

We say positively that this is the case. They are not selected for our breeding block unless this is the case. This not only makes our cotton produce a better grade, but affords a great saving in the cost, amounting to 10c to 25c a hundred in picking. Cotton pickers will show your fields a preference if you have large balled storm-proof cotton.



"Difference in Storm-Proof Quality in two varieties. These photographs show the cotton in the middles on November 4th of two varieties of cotton. Both grew in the same field, not ten rows apart."

Money-value of storm-proof quality. This extra storm-proof quality will often make a difference of from one-half to two cents a pound in the grade. If you plant our storm-proof strains, you will not have to keep the children out of school to run over the fields four or five times, because the entire field

can be thoroughly cleaned in one or two pickings without serious loss. You will get a bigger yield of higher grade cotton and get from \$5 to \$10 more per bale.

That's what these big, extra, storm-proof bolls mean. This alone will more than pay for the entire cost of freshly bred-up seed.

How Our Cotton Seed Is Prepared

We are not cotton seed merchants. We are selling our own improved strains only. They are ginned at our own gin—cleaned, tested and sacked in our own warehouses.

As the cotton comes in from the fields the ginning and handling of the seeds is all done under our supervision. All our ginning is done at our own gin. We have a large 8-stand double battery gin plant specially fitted up for handling planting seed. There are no screw conveyors, but specially designed drags that take the seeds to our own special hoppers at the gin, thus avoiding the mixing which occurs where screw conveyors are used.

In changing from one variety to another the rolls are dropped and cleaned and likewise all spouts, conveyors, seed cleaners, etc. The seeds are then hauled directly to our special cotton seed warehouses where they are run over seed cleaners (sometimes called "cullers") to remove any dirt, locks, burrs, etc., as far as possible.

The seeds are sacked up from the bins just before shipping, and our seal and certificate placed on every bag, just before it leaves the warehouse.

GERMINATION TESTED. We do not have any trouble in securing seed with good germination qualities, yet as a matter of protection to you, and ourselves as well, frequent tests are made. All seeds are shipped on our Stringless Guarantee. See inside cover page.

BUT THE COST

Cost is not a safe index of quality. In the case of MEBANE TRIUMPH cotton referred to on page 13, the low yielding seed actually sold for more money than ours. But suppose our certified, pedigreed seeds do cost fifty cents or a dollar more per bushel, above even ordinarily good seeds. This would only add 12c to 50c an acre. A few more pounds of corn, or of cotton will pay this. Above this the extra yield will be clear profit.

ABOUT GRADES AND PRICES. Farmers should first recognize that there is more competition in QUALITY than in PRICES when buying field seeds. Our prices are not competitive. We know they are usually some higher than is asked by growers, dealers, etc. We have never thought we could do more than every one else and sell for less money. Certain it is that there are bargain "gold bricks" in seeds being sold every day. People who are "looking for something better at less money" are usually the victims.

THE RULE OF SAFETY is to cut out guesswork. Invest your money in seeds showing superior results secured from tests made by scientific methods and it will be a very profitable investment. It is perfectly obvious that such seeds will cost a little more than the common kind. People who have enough sense to produce well-bred seeds usually have enough sense to ask you to pay no more than a reasonable return for the time, talent and money put into the improvement of the seeds.

Breeding-Up Seed Corn

By Stalk Selections

Crib Selecting vs. Field Selecting

IMPROVING STALK CHARACTERS.—We do not grow corn for stalks, yet we give just as much attention to developing good stalk characters as we do to developing good ear quality. Every year all the seed for our breeding blocks and special stock seed blocks is **selected in the field**. But, why select corn in the field?

By selecting seed corn from the stalks in the field, we know more about the characters of the stalk than if we merely selected good ears from the crib. This feature alone adds an extra value to our seed corn that will many times pay for the cost of our certified seeds. This work gives many advantages.

The Advantages are Many

(a) **Ears from stalks that stand up, produce sounder corn.** In breeding work we never select our seed ears from stalks that are broken over or blown down. The stalks must be stout enough to not break over and must have roots enough to keep them erect. By continuing this selecting year after year we have greatly improved the tendency of the stalks to stand up against wind and blowing rains, thus reducing storm damage. This often means a **saving** of several bushels to the acre.

"A Good Ear
in the Right
Attitude."

(b) **Ears that hang down when matured are never weather stained or rotten at the butts like ears that stand up and catch the rain.** This is a character that varies widely from season to season, but our persistent selecting **reduces** the damage that occurs in wet summers. If it saves

50 ears to the acre, it more than pays for the cost of the seed.

(c) **Ears with well closed shucks at the tips of the ears** are less likely to be attacked by weevils, birds, squirrels, or rats in the field. In our Southern climate they keep better in the crib.

(d) **Stalks with ears at medium height are less likely to fall over** than when they are high up. They are also usually better ears.

(e) **Crib selection of seed ears is likely to result in the selection of ears that are large and well matured merely because they have been favored in the field by extra space, or rich spots.** Such ears are probably inferior in natural producing power to good ears produced under normal field conditions.

AVOID MISTAKES. AGAIN, by selecting seed corn in the crib we run a chance of getting a good ear that came from an inferior stalk that was (1) Down or, (2) Broken over, or a stalk that had the (3) ear too high, (4) standing erect on the stalk, (5) not closed over at the tip to protect from weevils, etc. When we select seed corn in the crib we take all these chances that we will get an ear from a stalk with poor characters to only one chance to get a good ear coming from a good stalk.

THESE STALK SELECTIONS and ear selections are made in our breeding blocks where we may not only see the character of the individual stalks, but the character of all the stalks from the same parent ear. We are thus able to be doubly sure of getting a good stalk that comes from a strain of corn that produces good stalks and good ears, as well as from single stalks having these qualities.

CERTAINLY, such work, long continued, will produce a strain of corn that will be **some** better than corn that has never known anything but crib selection.



Ear and Man
Both "Grinning."



Ear Shoulder High. One of
the "Higher-Ups."

Improving Seed Corn

In the Southwest—A Record of Progress

FIFTEEN YEARS AGO nearly all the seed corn sold by Southwestern grocery stores and seed merchants was Northern Corn. The seed catalogs of that time all "played up" Northern grown seed corn, and nearly every farmer believed that Northern corn was better for seed purposes than native corn. The common explanation was that "It is early and escapes the drouth."

THE SEED CATALOGS of fifteen years ago did not list or describe a single native variety of corn belonging to Texas, Arkansas or Oklahoma. Occasionally native corn was quoted, but described only by color as "native white," "native yellow," etc. They had few calls for native seed corn. They sold only small amounts.

Now it is different. Only the old fashioned, non-progressive seed houses advise farmers to buy anything but native seed corn. They feature the native varieties. Why this change?

THE FIRST DISCOVERY. Facts are stubborn things. It is difficult for us to realize that human beings were ever burned for being (?) witches, yet less than a hundred years ago this occurred in the U. S. Likewise in the light of our present information it is difficult to understand how any considerable proportion of our farmers should have ever preferred Northern Grown Corn to Native Grown Seed Corn.

ONLY TEN YEARS MARKS THE CHANGE. What people do is an index of what they think. Trade follows intelligence. Never does it lead. The change in trade in seed corn in the South-

west followed a campaign of education by the Texas Corn Growers Association explaining the advantages of Native seed corn over Northern seed corn.

THE FACTS OF THE TESTS on which this campaign was based were the results of many field tests of seed corn, made first by A. M. Ferguson and later continued by the Texas Field Crops Association in co-operation with the U. S. Department of Agriculture and the Texas Experiment Stations. These tests are still being continued and are of much value to the farmers of all Southwestern States. The results of these tests are so convincing and so obviously important to all farmers that three campaigns have been made, in turn, to instruct farmers about (1) how to select good seed ears; (2) how to select good varieties, and (3) how to improve these good varieties.

THE FERGUSON SEED FARMS through its officers, catalogs and circulars joined in these campaigns, and has assisted in carrying out the field tests of the varieties, but its greatest service has been that it has on its own account actually done two things that others have talked about, but have neglected to do, to-wit:

- (1) Produce High Yielding, Native Varieties of seed corn by scientific seed breeding.
- (2) Continued to Improve these varieties until they are now generally recognized as the best yielding varieties for the Southwest.

Proven Best Varieties for the Southwest

Just look at these consistent records. Make your own explanation of results like these. There's a Reason! Wouldn't you too, be content to continue growing just three varieties showing such good results?

We have tested nearly every variety of corn that has been grown by southwestern farmers during the last decade. As a result of all the information before us, we are growing only three varieties of corn. "Why just three?" you ask. The answer is "Why more?" Are there any others that have proven to be any better or even just as good? The definite information at hand answers "No." As a measure of "The reason for the faith that is within us" consider this record of our seed of our three varieties, and then answer.

(1) **Investigations and Tests by the Texas Field Crops Association.**—During the last nine years the Texas Field Crops Association has annually made yield or utility tests of about one hundred samples of seed corn, in various parts of the state. In every test and in every part of the state our varieties have been in the list of "Best Yields." They have usually been THE BEST.

(2) **At the State Experiment Station Tests** at Denton College Station and Troup our seed corn made the highest average yields in 1912, 1913, 1914, 1915 and 1916. Similar records have been made in experiment station tests at Temple and Nacogdoches.

(3) Also "good luck" (?) has won the same honors for our seeds during the past eight years in the tests by the U. S. Department of Agriculture at San Antonio, Tyler, Greenville, Sherman, Waco and other places. Satisfy yourself about the reason for this. Was it good luck or good breeding that made such consistent records possible?

(4) Likewise **Arkansas Experiment Station Tests**, particularly for central and southern Arkansas, show that our three varieties are among the best yielders for that state. These tests were made during the last eight years.

(5) In **Oklahoma** the experiment station has not published the results of its tests of seed corn, but our varieties are just as popular with the farmers in that state as they are elsewhere. Some of our breeding blocks and seed fields are in Oklahoma. Sherman is only 14 miles south of Red River.

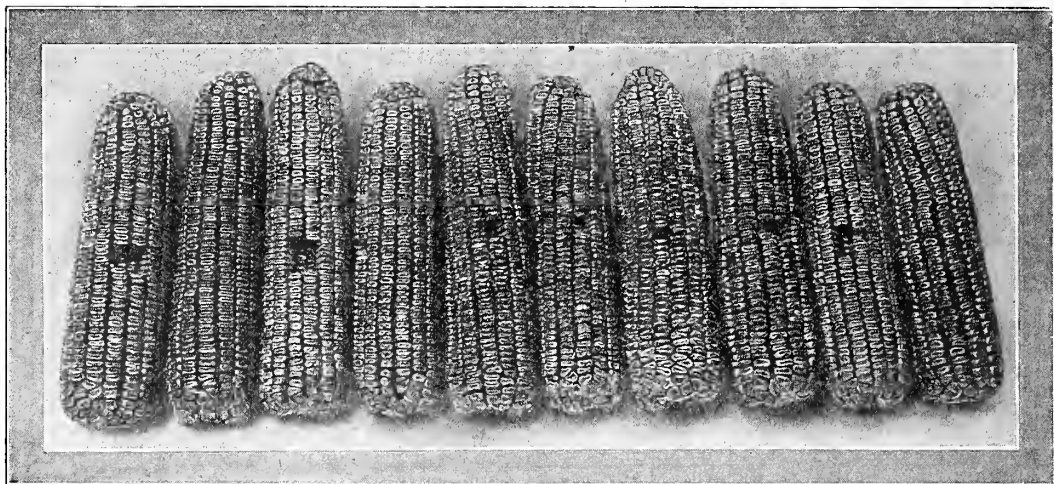
There is a Reason for All Things

Such a remarkable record of good yields for our seed corn finds its explanation in the doing of these three things every year:

1. **Improving the Quality of the Ears.**—Our varieties are now the most regular winners at the corn shows, but we have not stopped "making the best better."
2. **Improving the Stalk Characters.**—Work that is very important and yet usually neglected by all farmers.
3. **Increasing the Yielding Power.**—This is the most important of all. We have consistently followed our system of pedigree breeding for many years. We are continuing. We are improving these varieties every year. Experiment Station tests prove it.



Weighting up the yields from the progenies in a SUR-CROPPER corn breeding block on the Ferguson Seed Farms. This is one method of adding quantity to quality in breeding-up seed corn.



Grand Champion Sweepstakes, 10 ears in Texas Crop Show, 1916. FERGUSON YELLOW DENT grown from our seed by Mr. A. Wicker.

Ferguson Yellow Dent

The Best Yielding Yellow Corn in the Southwest—Proven by Experiment Station Tests

HERE ARE THE FACTS THAT CONVINCE.

Of the thirty or more varieties of yellow corn grown in the Southwest, FERGUSON YELLOW DENT is undoubtedly the best and most popular with progressive corn growers. This statement need not be accepted on our "say so." Judge it by its record. Name another variety if you can that will compare with this record:

THE TEXAS FIELD CROPS ASSOCIATION recognizes and recommends FERGUSON YELLOW DENT for general planting. This recommendation is based on nine years' field tests where this variety has been grown, in competition with all other varieties. These tests have been made at Greenville, Waco, Sherman, Temple, College Station, Austin, New Braunfels, San Antonio, Kerrville, Victoria and other points.

THE ARKANSAS CROP IMPROVEMENT ASSOCIATION has similarly recognized this variety. Their recommendation is based on the numerous variety-tests made by the Arkansas Agricultural Experiment Station, covering many years and in all parts of the state.

It has won position in the variety tests in Northern and Central Louisiana several years in succession. No authoritative tests have been reported for Oklahoma, but the breeding blocks in which we have developed this variety have been grown in North Texas and Southern Oklahoma. The seed we send you, will be abundant evidence that it does well in Oklahoma.

THE CORN GROWERS UTILITY CUP for 1914, awarded for "Best Yielding Seed Corn" was given to us over 65 other contestants. This magnificent trophy was awarded in practical field tests, conducted by the Texas Field Crops Association, in co-operation with the U. S. Department of Agriculture and the Texas Experiment Stations at San Antonio, Temple, Troup and Greenville.

It has probably won more Corn Show Prizes than all other Southwestern yellow varieties

combined. The records of premiums won at State, District and County Corn Shows are too numerous to mention. It has been the Grand Champion Sweepstake corn in the Texas Field Crops Shows several times.

With a long list of first and sweepstakes prizes from the Corn Shows, and such consistent records for highest field yields, there is abundant justification for the assertion, "It is the Best Yellow Corn for the Southwest." Nothing equals it for producing quality or bushels.

MATURITY AND ADAPTABILITY

It is a **medium early variety**, usually maturing from 120 to 130 days from planting. The ears are blocky and well shaped, usually 7 to 10 inches long and about the same in circumference. We are breeding to a standard of 14 to 16 rows of broad, deep, shiny, golden yellow grains. They always please. The ears usually shell out 84 to 88% grain. The legal standard calls for only 80% grain.

It has proven its adaptability to a wide range of climates, soils and seasons. It is a high yielder on uplands and produces magnificent results on bottom lands. It produces abundant yields of fine, heavy corn in Northern Oklahoma, Eastern Arkansas and Mississippi, and is a sure, safe corn for the southern corn belt in Texas.

PRICES AND GRADES: Our supply of seed grown from our special pedigreed strains is limited. We quote the following grades:

EXTRA SPECIAL PEDIGREED SEED. Only a few bushels to spare at \$7.00 per bushel.

REGULAR CERTIFIED SEEDS. One peck; \$1.75; one-half bushel, \$3.25; one bushel, \$6.25; two or more bushels, \$6.00 a bushel.

FIRST YEAR SEED from former customers—Write for special description and prices.

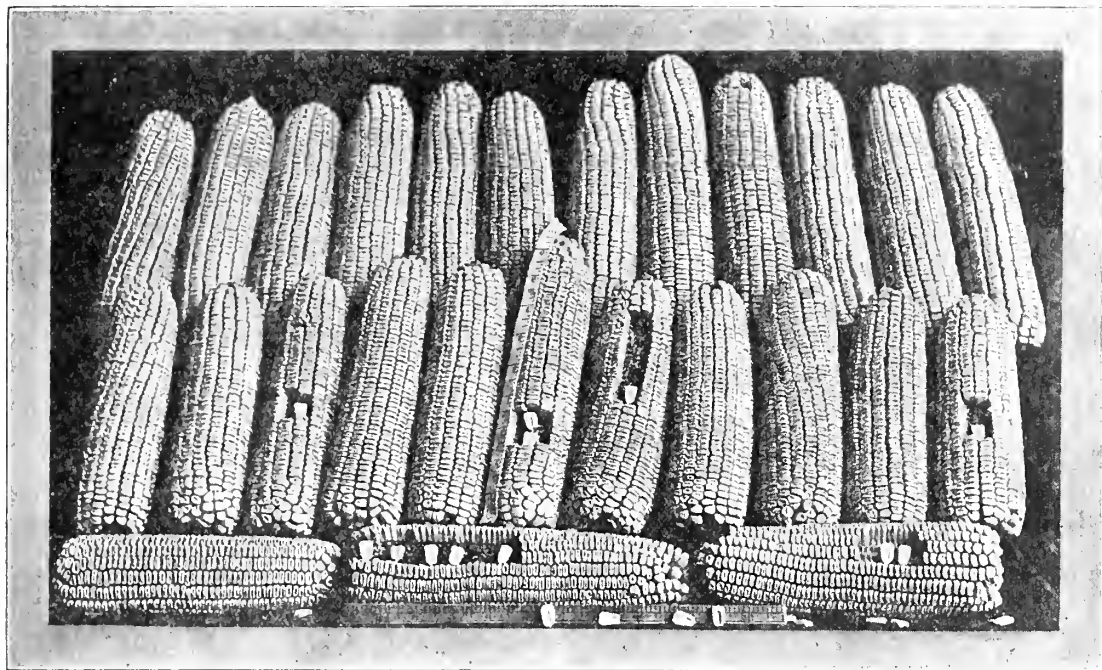
COMMERCIAL SEED—Send for circular.

SEED
BREEDERS

Ferguson Seed Farms.
SHERMAN, TEXAS.

SEED
GROWERS

Chisholm Corn



Chisholm Corn, named, introduced and has been continually bred up for ten years by A. M. Ferguson. These ears were grown from our seed and selected by Gates Thomas in Fayette Co., Texas, Champion sweepstakes 10-ears white corn Texas Crop Show, 1916, included here.

HISTORY OF CHISHOLM CORN. This popular native white variety of corn was DEVELOPED, as well as NAMED and INTRODUCED, by A. M. Ferguson. He has bred it up to a high degree of excellence since it was first introduced. Its recognition as one of the two white varieties recommended as "Standard Best Yielding Varieties for Texas," by the Texas Field Crops Association, is positive proof of its good yielding habits. It has received similar recognition in Oklahoma and Arkansas.

A CAUTION ABOUT FRAUD. The present high-bred, high-yielding strain which he named "CHISHOLM" has proven to be a much better yielder than the original type or any of the similar looking white-grain, red-cob varieties often fraudulently sold for Chisholm by crafty, shifty "seed houses" and some make-believe "seed farms" at Sherman.

These statements may be verified by reference to the results of variety tests made in the Southwest by the State Experiment Stations and the U. S. Department of Agriculture. There are Texas firms that still continue to import St. Charles White corn from northern Missouri and sell it to Southwestern farmers as native grown Chisholm.

WE CALL ATTENTION to this plainly fraudulent practice as a measure of protection to unsuspecting purchasers who might desire to secure Chisholm seed corn, because of the recommendation given to this variety by ourselves, the Texas Field Crops Association, the Texas Experiment Station, and the U. S. Department of Agriculture. These recommendations are based on long continued tests of seed of the real CHISHOLM CORN furnished by Ferguson Seed Farms.

Our "Certified Seeds" protect you from fraud, and give you seed from the original proven high quality strains.

THE INVESTIGATIONS conducted by government agencies show that the fake Chisholm, even though it does resemble the real FERGUSON CHISHOLM, yields only about half as much, when grown side by side.

RECORD FOR HIGH YIELDS

It is needless to stop and detail the records of superior yields made by this attractive variety of white corn. The fact that it has been officially recognized as "a Standard variety" in three states is sufficient. It is as widely and

popularly known as FERGUSON YELLOW DENT, and is an equally good yielder. It is probably a few days earlier, stands drouth as well or possibly better.

AS A MILLING CORN it has no equal. CHISHOLM is a very attractive, strictly native-bred variety. It is attractive because of its large, sound, creamy-white, oily grains, that completely cover a bright-red cob. The ears are large sized in favorable seasons, but if by chance the season makes them small, even the nubbins will show attractive, well-matured grains, with a large germ. The ears are stocky, not slender, and usually covered over at the tips by heavy, coarse shucks that give an excellent protection against weevils.

IT IS A MEDIUM EARLY CORN, maturing in 115 to 125 days. The ears are usually 7 to 9 inches long and about the same in circumference. They usually have 14 rows of grains, ranging from 12 to 16 rows, with 45 to 55 grains to the row.

We have good seeds, carefully prepared, giving good germination tests. They "Look Good," they ARE good, and they will give GOOD RESULTS at harvest time.

REMEMBER: We sell no seeds that we cannot honestly and in good faith recommend for the best interests of our customers. We recommend CHISHOLM as a safe white corn for general purposes, the best there is in its class for Texas, Oklahoma, Arkansas and Northern Louisiana. It withstands dry weather almost as well as Surcopper Corn.

PRICES AND GRADES

PRICES AND GRADES: Owing to the very short crop, our supply of corn grown from our own special pedigreed strains is limited. The late rains, however, filled out the grains and made them plump. We quote the following grades:

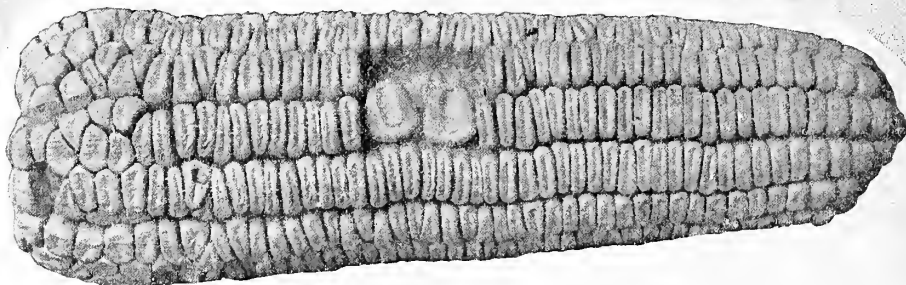
EXTRA SPECIAL PEDIGREED SEED. None to spare this season. This, as well as all our multiplying block seeds, reserved.

REGULAR CERTIFIED SEEDS. One peck, \$1.75; one-half bushel, \$3.25; one bushel, \$6.25; two or more bushels, \$6.00 a bushel.

FIRST YEAR SEED from former customers—Write.

COMMERCIAL SEED—Send for special circular.

SURCROPPER CORN



For All Seasons

Early Maturing Like Northern Corn—Resists Drouth Like June Corn

HISTORY—SURCROPPER (An abbreviation of "Sure-Cropper," and pronounced Sur-Cropper) is a distinct type of field corn. It was developed, improved, named and introduced by A. M. Ferguson. In its original mongrel form it attracted his attention in 1901, a very hard corn season. The spring season was so dry that many fields of corn utterly failed. SURCROPPER did not. It made some corn when other varieties in the neighborhood fell down before the hot winds. This original stock was a very coarse, mixed or mongrel type of corn. Through many years of rigid selecting for good ear characters and breeding up by ear-to-row testing, it produces very attractive ears, with large, white, wide grains of medium depth.

FARMERS IN FIVE SOUTHWESTERN STATES have come to believe in us, our methods and our varieties, because SURCROPPER corn has filled their cribs when other varieties failed them. In the Corn Shows it rarely gets a ribbon, because the ears do not match up to the score-card requirements; but no mistake, it is a proven high-yielding variety.

SUREST AND SAFEST FOR SOUTHWEST

HIGH YIELDS. In the Experiment Station Tests no other variety has made so many records for "Best Yields," six years in succession it has been the highest yielding variety at the Denton Experiment Station. It has several times been "First" in the variety tests at San Antonio, Temple, College Station, Nacogdoches and Sherman, usually securing these honors in lean or dry years. Even in seasons favorable to the longer growing types, it often comes in near the top of the list.

Many farmers have written to us that SURCROPPER corn had filled their cribs when other varieties failed. If you want to be sure of a reasonable crop in dry seasons and a bumper crop in favorable seasons, do not fail to plant at least a third or a half of your crop in SURCROPPER.

ADAPTATION AND RECOGNITION

SURCROPPER and **CHISHOLM** are the only two varieties of white corn recommended for general planting by the Texas Field Crops Association. No other white varieties have made the same consistent high average yields in the ten years testing conducted by this Association in co-operation with the U. S. Department of Agriculture and the Texas Experiment Stations.

SURCROPPER is an early, quick maturing, drouth-resisting variety. It makes roasting ears in 53 to 65 days, and usually requires only 105 to 120 days to mature, counting from planting to browning of the shucks.

It is two weeks earlier than native corn. It is early like Northern corn, but has a great advantage in its drouth-resisting qualities. It usually yields more than twice as much as Northern varieties.

IT IS AN EARLY CORN for spring planting or a quick maturing corn for summer planting on stubble lands. However, its many good qualities have made it popular. It is not only especially well suited to all up-lands in Texas and Oklahoma, but has proven to be a good yielder in central and northern Louisiana and on up into northern Arkansas. On the lighter, sandy corn lands in Eastern Texas and Central Oklahoma it is proving very satisfactory.

ITS GENERAL USE is now widely extended. There are thousands of farmers in Western Texas, in the Texas Panhandle and on up into New Mexico, who advise that its early maturing and drouth-resisting qualities make it their best yielder. It long ago established a record for high yields throughout Southwest Texas. Several times it has made the highest yields of the many varieties included in the tests at the San Antonio Experiment Farm.

PRICES AND GRADES

PRICES AND GRADES. For the current season our supply of Certified Seed of SURCROPPER corn is all sold to old customers, who sent in their orders before we announced a price. Many of these orders were unfilled.

We may not secure enough seed one year removed from ours to supply orders on file. In seasons like the one just passed SURCROPPER has made a magnificent demonstration of its ability to make good yields under even very unfavorable conditions. Write to us if you want SURCROPPER corn. We may secure a large supply from former customers. See classes and grades of seed corn on page 23.

EXTRA SPECIAL PEDIGREED SEED. None to spare this season. This, as well as all our multiplying block seeds reserved for our contract seed growers.

REGULAR CERTIFIED SEEDS. One peck, \$2.00; one-half bushel, \$3.75; one bushel, \$7.50; two or more bushels, \$7.00 a bushel.

FIRST YEAR SEED FROM FORMER CUSTOMERS—Write.

COMMERCIAL SEED—Send for special circular.

SUPPLY FOR NEXT YEAR. We desire to secure an extra large supply of SURCROPPER corn grown for us in season for 1918. To this end we will make a few special contracts with responsible parties to grow seed corn for us for 1918 from special seed from our own fields. If interested, write us fully of your conditions and acreage you could devote to contract seed growing.

Putting Quality Into the Ears

Our seed corn produces winners at the corn shows. We still believe in the use of the score card, not only at the corn shows, but also on the farms where good corn should be grown. No better proof of our attention to developing good ear characters can be offered than the frequent premiums given to parties who grow our varieties. Corn grown from our seeds has captured many of the sweepstakes and first prizes in the local and state corn shows.

GO TO ANY CORN SHOW in the Southwest and you will find prize-winning exhibits of CHISHOLM and FERGUSON YELLOW DENT. SURCROPPER does not "shine" at the shows. But my! how it wins out in the field-tests of yielding power. **More Bushels Per Acre** is first in mind. While the Ear-to-row test breeding block is absolutely essential to develop better yielding quality, it also enables us to more intelligently select for good physical or "Show Ear" quality. Our seeds win in the shows as well as in the field.

PAID \$20.00 a BUSHEL FOR SEED CORN FROM HIS OWN CRIB

Here is what E. F. Brown of Tarrant County, Texas, writes:

"I had intended to write to you for some time, but have been so busy gathering our crop. I have just finished gathering our corn and I am very well pleased with the SURCROPPER. We had some of our native corn in the same field and we could have paid \$20.00 per bushel for some more of the SURCROPPER and made money. We like the cotton seed you sent us, too."

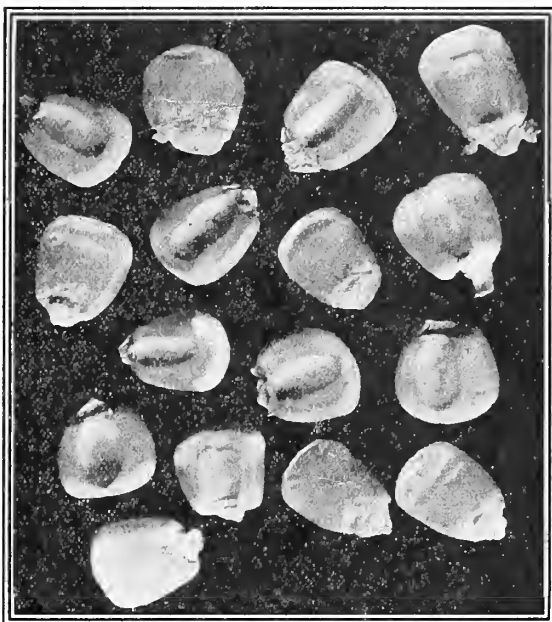
NOTE—If corn is worth only 50 cents a bushel and a bushel plants only eight acres, an increase in yield of only 5 bushels would mean a gain of 40 bushels in the crop from one bushel of seed corn, or \$20.00. Note that many customers report a gain of 15 to 20 bushels per acre from our bred-up seeds, which at present prices would be several times the amount figured by Mr. Brown.

Farmers Prefer Surcropper After Seeing It Grow In Test With Many Others. "As a result of the corn variety test at this station last season, several of our farmers are planting your SURCROPPER CORN and are pleased with it."—Guy T. McNess, Supt., Sub. Station, Nacogdoches County, Texas.

8 to 12 Bushels Better Than Four Other Varieties.—"The SURCROPPER that you shipped Claude Hester, Round Rock, Texas, made the best corn of four varieties this year by 8 to 12 bushels."—Walter E. Davis, Travis County.

Surcopper Corn in Oklahoma—"I am delighted with the SURCROPPER seed corn I got from you last year. It is the only corn that will make on upland in a dry season that I know of, and I have experimented with corn here for several years. I planted April 15th and July 4th we had roasting ears, and July 15th corn was made. (3 months.) We had no rain from May 29th for sixty days. I am going to plant 100 acres of it next season. All of my farmer acquaintances who examined my corn will buy seed of me."—Thos. E. Biggers, Okla.

Hogs Down Surcopper Corn. "Referring to your SURCROPPER CORN, I find it very quick in maturing. Some did very well planted July 17th. I think this corn may fill an important place in our agriculture—planted with soy beans after removal of oat crop, or other early crop to hog down or make a silage, making a balanced feed." R. K. Boney, Madison Parish, Louisiana.



The Size of Surcopper grains vary with the seasons, but they are always good, vigorous grains

CLASSES AND GRADES OF SEED CORN

Seeds should be valued according to what they will produce. This is, however, not the way that trade customs have decreed that seeds must sell. Tests show that some seeds will produce 5 to 30 bushels an acre more than others, and on this basis a bushel of our improved, certified seed corn would be worth eight times this much corn, because one bushel will plant this many acres.

Our corn is sold at prices that make it cost the farmer but little more than the common run of seed corn usually planted by indifferent farmers. In ordinary cases the extra cost is only 10c to 30c an acre more.

We give special attention not only to the selecting and preparing of our seeds, but especial attention is given to the BREEDING-UP of improved strains of the varieties which we know to be the best yielders.

The following grades are described here. Prices are given under the variety descriptions.

SEED CORN ON THE EAR

Crated in barrels—Filled only when ordered before harvest.

1. **Extra Special Selected Ears** from multiplying blocks of special strains, 2 to 3 years removed from breeding blocks.

2. **Extra Quality Selected Ears** from general crop; not show ears, nor ears of extra size or finish, but extra good seed for growing such ears.

SHELLED CORN

Put up in stout 2-bushel branded bags, our seal and Certificate of Good Breeding on every bag, prepared in our own special seed corn plant. Each seed ear is carefully hand selected and tipped and groomed and inspected before shelling. After shelling, the corn goes over special cleaning and grading machines to put

it in the best condition for machine planting. Machine planters do their best when machine-graded corn is used. Germination is tested from average composite samples and if not up to or better than 90 to 95 per cent vigorous germination the seed are not sent out.

3. **Certified Extra Special Pedigreed Strains** from multiplying blocks of special strains 2 to 3 years removed from breeding blocks grown from cross pollinated, field selected seed, prepared as described above. Salable supply uncertain and limited.

4. **Regular Certified Pedigreed Strains** from regular seed growing fields, prepared as described above, usually grown from field selected, cross pollinated seed. All our seed of our three special varieties are not only bred-up, and grown on our own fields or directly for us by special contract growers from our own seed, but these seeds will always be supplied for the first four grades described above.

5. **First Year Customer Stocks** (Not certified as Pedigreed). In seasons of short supply in our own stocks or otherwise when advisable, we may supply the deficiency by buying corn from customers of the previous year (if grown so that it does not become mixed), and prepare the seed in our seed corn plant. Such seed will always be plainly labeled "Customers First Year Seed."

6. **Customers' Corn.** Similar to above, but grown from seed removed more than one year from our seed, or otherwise prepared by grower.

7. **Commercial Seed of Corn or other Stocks.** Seed of any varieties other than our special varieties. For any dealer-seeds we may sell, we will exercise due caution to get what we believe to be dependable seeds. However, inasmuch as we have not assumed responsibility for the breeding, growing or preparation of the seeds, such seeds are sold only with such confidence and assurance of high quality that careful seed dealers sell seeds.

Ferguson No. 71 Oats

An Improved Variety of Texas Red Oats

If you **plant** thresher run oats

You will **reap** thresher run oats.

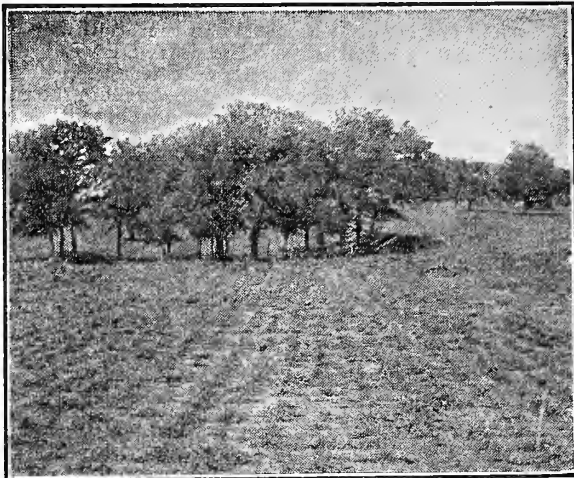
If you **plant** Improved High Yielding Oats

You will **reap** more and better oats.

FIELD RUN RED OATS, year in and year out, is the usual order of oats in the Southwest; also in other sections. If you have "just good oats," stop a moment! Is there any reason why those oats cannot be improved? You are confronted with the fact that they are **not** improved.

FERGUSON No. 71 OATS have been improved. Fourteen years ago we selected over a thousand choice stools. They were carefully studied and threshed out by hand. Seed from about five hundred of the most promising stools were planted with diligent care to make a comparative test under uniform conditions such as shown in the picture to the left. Seed of a number of the most promising selections were saved and planted another year. Again the next; and the next,—each time saving the better ones and discarding all that exhibited weaknesses. After nine years "No. 71" proved to be the best, and it was named "FERGUSON No. 71 OAT."

WHAT DID WE FIND OUT? Even when grown under uniform conditions oat grains look very much alike. So do their stools. But close study showed that there were some notable differences. The grains differed in shape, color and in the character of the beards, etc. They varied in vigor, in time of maturity, in resistance to



Head Row Test **FERGUSON No. 71 OATS**. The Seed from a single selected head are planted in a row, one grain in a place, one foot apart. As a means of finding out the best yielding plants, resistance to rust and drouth, stiffness of straw and good quality in the grain, compare this method with the old-fashioned fanning mill.

shattering, in amount of rust on the leaves and stems, in their tendency to lodge, in the number of tillers per stool, in height and stiffness of straw, and in many features too numerous to mention here. We were looking for the selection that would show advantages in the following important particulars:

- (1) Larger yielding qualities—This was more bushels.
- (2) Good quality to the grain—Feeders demand this.
- (3) Greater resistance to rust—Because it would prevent loss.
- (4) Greater drouth resistance—This was crop insurance.
- (5) Freer stooling habits—Because it indicates more vigor; more grazing and less seed will be required to plant.
- (6) More stiffness in straw—To avoid losses in lodging.
- (7) Greater hardiness against cold and winter killing—thus avoiding loss, affording more winter grazing when sown in the fall and thus to secure earlier maturity to escape the late spring drouths.

These qualities we found better developed in **FERGUSON No. 71 OATS** than in any other selection or variety in our tests. Six years ago the first small lots were sent out to be tried out. It has been growing in popularity ever since.

A PROVEN SUCCESS. Two years ago we made a special effort to get reports from all who had tried these oats. Nineteen reports out of twenty-one received could not praise them enough. They reported gains in yield over the common red oats, ranging from "some better" to more than 40 bushels per acre. See some of these letters as given here:

A. M. Morrison says "FERGUSON No. 71 OATS are all right. They threshed 80 bushels per acre and the common oats 40. I am well satisfied with my investment."

Similarly Mr. C. O. Moser, a well known dairyman and farmer of Dallas County, wrote describing his results and the observations of himself and others. He confirmed our description of their good qualities. Here is his letter:

"I am very well pleased. Indeed, with the yield of **FERGUSON No. 71 OATS**—Also with very excellent quality of the oats produced. The thresherman who threshed my crop stated that it was the best quality of oats that he had threshed this year, and I have disposed of the entire amount as seed. My crop passed through the winter well. Practically all the other oats were killed during the freezing weather, while mine were not damaged seriously by the cold. They stood very freely, and there was no evidence of rust whatever.

"As stated above, I am very well pleased with the oats, and I look forward to good results in our community from having purchased the initial supply."

SEED
BREEDERSFerguson Seed Farms.
SHERMAN, TEXAS.SEED
GROWERS

Other Advantages of Ferguson No. 71 Oats

SEED COST NO MORE PER ACRE than ordinary oats. They may cost you more per bushel, but it requires not over 1½ to 2 bushels per acre to get a good stand with FERGUSON No. 71 OATS. This is because they stood so freely and the grains are so uniform, large, plump and heavy that every one makes a vigorous stool. Ordinary oats stood so poorly that it is usual to plant 2½ to 3½ bushels to the acre in order to secure a good stand. There is thus a practical saving in seed of one bushel per acre, which will more than offset the slight extra cost of the improved seed.

Mr. T. J. Welch says he "threshed seventy-one and one-half bushels per acre, or 715 bushels for the ten bushels I bought and sowed."

DOUBLE RE-CLEANED SEED. FERGUSON No. 71 OATS are double re-cleaned by being run over two powerful motor driven seed cleaning machines to remove cracked, broken, shriveled and immature grains, which are valueless for seed purposes, as well as to remove practically all the chaff, straw and weed seeds. They test 35 to 42 pounds to the bushel. The appearance and test of these seed must convince you that they are as good as you ever hope to plant, or that you will return them at our expense under "Our Stringless Guarantee."

SMUT FREE OATS. Ordinary oats usually have their yields reduced 3% to 10% by oat smut. This loss is usually not noticed. Last year we visited a field of FULGHUM OATS grown near the Ferguson Seed Farms, in company with Prof. C. W. Warburton, Oat Specialist of the U. S. Department of Agriculture. He found by actual count 13 per cent of the stools of the Fulghum oats had their heads blasted by smut. This is equivalent to a loss of over 5 bushels per acre on a 40-bushel crop. And yet this progressive farmer had not noticed the smut in his crop until his attention was called to it. Here is his letter:

"I am satisfied that FERGUSON No. 71 OATS are a

superior oat. I planted Fulghum Oats this past season on a similar piece of land adjoining your crop of FERGUSON No. 71 OATS. FERGUSON No. 71 OATS beat my Fulghum Oats 21 bushels per acre. Both crops were planted at the same time and saved in good condition. My Fulghum Oats were badly smutted, while your fields had practically none."—Dick Archer, Sherman, Texas.

HARDY, AND LESS WINTER KILLING. FERGUSON No. 71 OATS have proven to be the most winter resistant red oat of any in all our tests. A great many customers have reported that fall plantings passed the winter and made good crops, while common oats on the same farms were a total loss. No one has reported that FERGUSON No. 71 OATS were killed when others passed through the winter.

"Your FERGUSON No. 71 OAT did well. They were planted about the last of October and later froze out to about half a stand, where the native oats froze out almost entirely, and although the few fall oats in this community were hardly as good as spring oats, my half stand turned out better than full stand of spring oats, on an average. I found no rust or smut in them, but good heavy red grain and very little straw. Threshed 38 bushels (2 acres) after feeding four horses and four hogs for three weeks. Cheapest oat I ever planted."—J. Lee Bonner, Corsicana, Texas.

A MORE VALUABLE OAT. Nearly all our customers have reported that they have not only made more money from the extra yields, but secured an additional profit by selling their crops to their neighbors for seed. Threshermen especially comment on the small amount of straw to the large turnout of grain.

"I found them satisfactory. They were planted between February 10th and 20th. They made very little straw, but yielded something like 60 bushels per acre. I intend to give them a better chance by sowing next year's crop this fall. My neighbors have been wanting a few seed, but I do not expect to sell all, as I do not want to be out of the variety."—M. M. Payne, Ellis County, Texas.

PRICES: Certified, Pedigreed FERGUSON No. 71 OATS, grown from seed treated to prevent smut, heavy, sound, good seed, are quoted, subject to change, as follows, in sack lots of 5 bushels each:

Lots of 50 bushels or less, \$1.50 a bushel; lots of 55 bushels or more, \$1.45 a bushel; lots of 100 bushels or more, \$1.40 a bushel.

What Others Have Done, You Can Do

FERGUSON NO. 71 OATS SUCCEEDED IN SOUTH TEXAS WHEN OTHER OATS FAILED. "I have been using your seed for about four years and am highly pleased and am trying to get others to use them. Have made oat crop here in Waller county this year with your FERGUSON NO. 71 OATS when nearly every one else had a failure."—J. B. Thornton, Howth, Texas.

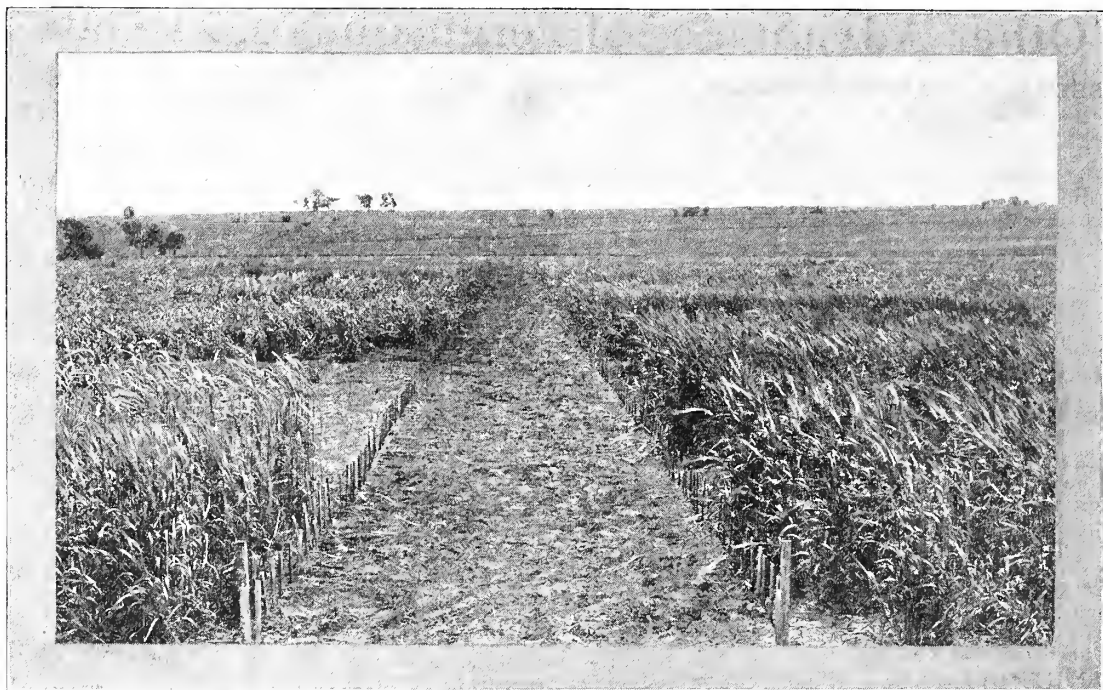
GAINED 15 BUSHELS BY USING FERGUSON NO. 71 OATS. "In regard to the oats I got from you, I just want to say that I sowed ten bushels on six acres of land and threshed 50 bushels per acre, and on the home-raised seed I sowed, made from 30 to 35 bushels. The FERGUSON NO. 71 OATS are all right."—W. M. High, Godley, Texas.

LOST 13 BUSHELS BY USING COMMON OATS. "I planted your FERGUSON NO. 71 OATS and some common red oats on the same kind of land, both on cotton stalk land. The red oats were planted about ten days before the FERGUSON NO. 71 OATS were, and I planted about a half bushel more seed to the acre. In spite of this the FERGUSON NO. 71 OATS made 13 bushels more to the acre than the red oats. The common red oats are very light while the FERGUSON NO. 71 OATS are very heavy. I had some smut in the red oats, but none at all in the FERGUSON NO. 71 OATS."—F. H. Scofield, Pottsboro, Texas.

BETTER YIELDS IN WEST TEXAS. "As to the results obtained from your No. 71 OATS, must state that they are good. I sowed in February about six acres with the ten bushels. Did not get a good stand on account of the land being a little dry. The balance came up in April, which did not get ripe, and were cut, although green. They threshed out 79 bushels per acre. Native oats in my community made from 30 to 55 bushels. I heartily recommend your seed oats to those who want good yielding qualities."—W. H. Bryant, Callahan County.

LARGE FLUFFY HEADS, SMALL STALKS AND LARGE YIELDS. "I want to report our experience this season with oats, removed two years from seed grown at your station. I think Dr. Lovelace purchased the oats from you. Had 20 acres in the field. Made 1,500 bushels, an average of 75 bushels per acre. Oats were drilled in October. Came to perfect stand. One-half froze out in January freeze. Stalks have very little foliage. Do not grow tall, but have large, fluffy heads."—Charles Evans, Waco, Texas.





A corner in our SMALL GRAIN NURSERY AND TEST GROUNDS, where thousands of selections of single stools of small grains are studied. This season we have over five thousand "head rows" or selections of small grain separately planted, "looking for something better."

Seed Wheat

For many years we have realized that we Southwestern farmers have not been "looking around" as we should have been to see what could be done to assure better strains of seed wheat. However, the Ferguson Seed Farms is at work on this problem. It is our hope that work on wheat will be as productive of good results as our work on cotton, corn and oats has been.

Heretofore our work in seed testing, breeding and growing has been largely with corn, cotton, oats and barley. Our work on wheat is now well under way.

SEED TREATED FOR SMUT.

We treat all seed grains grown on our farms with formalin solution or in hot water as the case may require, to reduce smut in the crop. The good effects of this treatment last for several years. Those who have suffered losses from smut in their crops will do well to start anew with treated seeds of good varieties. Many farmers lose from 5 per cent to 15 per cent of their yields from smut and scarcely notice it. This loss amounts to more than the cost of enough good seeds for planting their entire crop.

PREPARATION AND CLEANING OF SEED GRAINS

All of our seeds of wheat, oats and barley are thoroughly cleaned as they are brought in from the farms. We have special machinery for

this work. It not only removes all chaff and straw, but also the light and immature grains occurring at the bottom and top of the heads, and on weak plants. It is a waste of wheat and of land to plant such seed. Nothing is shipped out that is not in good condition for planting. It will take less seed if you use your double recleaned and graded stocks, because only the most vigorous grains are saved for seed.

PRICES ON SEED WHEAT. The price of wheat varies so widely that standing quotations cannot safely be made. We have secured dependable seeds of the varieties described herein, and have them growing. Write to us for special prices, naming the quantity and variety desired.

FALL GRAIN CATALOG. We expect to have some real interesting information for wheat growers in our Fall Grain Circular. Be sure to send for a copy. Ready in July.

Mediterranean (Red Chaff; Red Berry.) This soft, bearded variety is generally regarded as the best wheat for the Southwest. At least most of the wheat grown in the Southwest is grown under this name. However, inspection of the wheats in the fields show that the wheat commonly planted as MEDITERRANEAN is badly mixed, showing chaff of several colors, whereas it should be red. The wheat grains are of varying textures also. This unfortunate condition results from growing thrasher-run wheat for several generations. It is about time that we Southwestern farmers wake up and watch our own interests.

Grayson County Mediterranean Wheat

Grayson County is one of the banner wheat sections of the entire Southwest. We have many large wheat growers

who are very particular about seed, who know from long observation the strains that give the best results. Grayson County Mediterranean is a soft-bearded variety that is generally regarded as the best for the Southwest. The strain we have, while not pure, is probably the purest and best to be had for the Southwest. It is thoroughly acclimated, having been grown for more than twenty years in this section and is used extensively by the most wide-awake wheat farmers.

Fulcaster Wheat

(Bearded; White Chaff; Red Berry.) Another of the widely grown wheats in the Southwest. It is a bearded, early ripening, white chaff wheat; its dark berries are large, soft and plump. It adapts itself to a wide range of soils and climates. Because of this it is considered "a safe variety" and is popular in every wheat growing country. It is largely grown in Denton and Grayson counties, the two leading grain growing counties in the Southwest. We ourselves are growing largely of Fulcaster wheat. This is the most positive recommendation we can give it.

Poole Wheat

(Beardless; Brown Chaff; Red Berry.) This variety has made a splendid showing at the Denton Experiment Station, and should be more widely planted. POOLE is a very popular wheat in many states because of its heavy yielding habits.

Seed dealers who do "seed improving in city warehouses" now and then come out with a glowing description of an old and good variety under a "New Variety" name. POOLE Wheat has been sold under many names in this way. It is, of course, a good wheat and was selected because it is good. If you want a good smooth-head wheat, remember that POOLE is no experiment.

Fultz Wheat

(Beardless; White Chaff, Red Berry.) This is one of the oldest, widest grown and most popular of the beardless wheats. We of the Southwest have usually been growing bearded varieties, but mere "habit" can be changed. The beardless wheats, as a class, are heavy yielders; they have plump, round berries, and are very attractive. Even when weather conditions shorten the crops, the kernels are usually plump, and for this reason the market value is increased. FULTZ has a stiff straw which reduces the tendency to lodge; it has a compact, well protected head which reduces shattering in handling.

Winter Barley

Barley is the surest of our pasture and grain crops. It grows freely in warm winter days, provides an excellent pasture during the winter months, and matures its crop of grain 10 to 15 days ahead of wheat. Barley usually yields from 20 to 50 bushels to the acre; and, besides its better winter grazing qualities, it is often more profitable than wheat as a grain crop. It weighs 48 pounds to the bushel and its feeding values is only a little less than corn. As a winter grazing for hogs and other stock it is unequalled. Sow early on well-drained land at the rate of 5 to 8 pecks per acre, depending upon condition of the seed bed and the time of seeding. Early seeding on a good seed bed should not require over 6 pecks.

Tennessee Winter Barley No. 257

We secured from the Experiment Station stock of an improved strain of pedigreed Tennessee Winter Barley, known by number as U. S. P. R. No. 257. It has proven to be "the best all round barley grown on the Station for four years," and is the surest and best yielder among the many varieties tested. It is uniform in quality, type, and ripening; it winters well and is practically free from smut. Price: Please write for special prices.

Texas Winter Barley

We also have this variety which is scarcely distinguishable from the pedigreed variety described above. This is the barley most generally grown in Texas and Oklahoma. We offer re-cleaned seed of TEXAS WINTER BARLEY grown on our own farms and on the farms of men who have been co-operating with us for a number of years, and who have



Grayson County Mediterranean Wheat

and prevents sprouting in wet weather. It is a good yielder. This, with other good qualities shown, makes it a very desirable variety to plant.

Seed Rye

We, ourselves, do not grow rye, because we have found that it does not do so well with us as in the Eastern Southern States or in the North. The yield of grain is light. We find barley to be a better crop for winter grazing, and as sure and safe as wheat for a good yield of grain. If you want rye, we can usually fill your orders from purchased supplies. Write for prices.

grown this barley successfully during that time. Price: Write for current prices.

Peanuts

Will not only produce a profitable crop of nuts and a most desirable quality of hay, but, like alfalfa, the clovers and cowpeas, will increase the value of the land on which they are grown. Peanuts may, therefore, be grown on every farm as a part of the general crop rotation.

Peanuts are best suited to the warm, sandy and sandy loam soils, but may be grown profitably on the heavy lands. This is particularly true of the Spanish peanut. We handle only the true Spanish peanut. It is better suited to all types of soils than other varieties, matures earlier and makes a large yield of vines and nuts. The nuts command a quick market at fancy prices. The great demand for the peanut oil is responsible for the fancy prices for peanuts. Many farmers find it a profitable practice to pasture the crop with hogs and plow the residue of the crop under for green manure. Hogs will make rapid and economical gains on peanut pastures. Peanut hay is one of the very best feeds for dairy cattle.

Harvest the crop when the stems begin to droop and the leaves have begun to show a tinge of yellow. If allowed to stay in the field much later than this the leaves will begin to fall and the quality of the hay lessened.

PRICES. Market variable. Write for prices stating quality wanted. We have a nice stock of fancy seed nuts.

Cowpeas

Are not only valuable as a food for man, and a hay and grain crop for stock, but they also enrich the land on which they are grown. They will grow on all kinds of soils. The bush varieties mature earlier and produce more peas, while the running varieties are late maturing and are especially valuable for hay and grazing. We advocate the cowpea as a part of every crop rotation. Try planting cowpeas with corn. Gather your corn and some peas for home consumption and the market, turn your cattle and hogs in the field and allow them to gather their share, and then plow under what is left. You will soon learn that the cowpea is not only a profitable crop to grow on your farm, but it adds a store of wealth in your soil. Your greatest success will come with early planting. We advocate planting early. Most failures result from extremely late planting.

VARIETIES AND PRICES. We grow cowpeas. We buy and sell. Send samples and prices if you want to sell. Write for prices if you want to buy, stating quantity and varieties wanted.

Early Velvet Beans

This is different from the Mammoth Velvet Bean. We have grown the Early Speckled variety and recommend it as a superior velvet bean. Its running growth is remarkable, and even when planted late it matures seed. When planted in corn even after laying-by-time, this velvet bean will cover the stalks in a short time. We recommend early planting of velvet beans for best and surest results. Try this legume on our suggestion. Price, postpaid, 1 lb., 25c; 10 lbs., 75c, f. o. b. Sherman.

Write for prices on larger quantities.



A well prepared seed bed, mellow, but firm, on any well drained piece of land will make an alfalfa crop most any time. Seed may be drilled in or sown broadcast at the rate of 7 to 20 pounds to the acre. When your seed bed is ready, sow in the late summer or early fall, or in the spring near the end of the frost season. Fall planting is to be preferred and especially

OTHER VARIETIES OF VELVET BEANS are becoming popular and deserve consideration. Write for special quotations and description of the varieties and suggestions for growing this splendid crop.

Millet

All the millets are hot weather plants. We handle only the Big German Millet. It yields more hay than other millets, but requires a longer season to mature. Heavy seeding should be practiced if the best hay is to be produced—25 to 35 pounds to the acre. Millet should be fed sparingly to horses. Read the discussion on page 29 where we compare millet with Sudan Grass. Write for prices.

Alfalfa

Alfalfa should be on every farm for it is not only a profitable crop to grow, but it adds material value to the land on which it is grown. In the great Southwest there are but few soils on which alfalfa, if given a chance, will not produce profitable crops.

Alfalfa will produce profitable crops on very poor soils if these soils are well drained and free from weeds, but best results are obtained when it is planted on well drained and fertile soils. Therefore, the best acres on one's farm should be planted to alfalfa. On these acres, with proper care and attention, alfalfa will bring more profit to the farmer than any other crop. We know of many farmers who have cleared \$100 to \$150 an acre selling alfalfa hay at \$20 to \$30 a ton. Some are making more by feeding the hay on their own farms.

The Southwest has no better hay and pasture plant than alfalfa. It affords the best permanent pasture for hogs and when supplemented with a grain ration is without an equal for the economical production of pork. Alfalfa hay is practically equal in feeding value, pound for pound, to wheat bran (which usually costs more). It is greatly relished by all kinds of livestock.

if you are fighting weeds. It will save half a year and the young alfalfa will grow off rapidly in the early spring and give you nearly a full crop at first cutting.

PRICES on alfalfa vary. We handle only the best grades of tested seeds. Write for special prices, stating quantity wanted. Small lots at 24c per pound.

Sorghums

Grain Hay Forage Silage Syrup

Because of their drouth-resistant habits and wonderful recuperative powers, the sorghums occupy a position of vast importance in the Southwest. Drouth and heat conditions that will permanently stunt the growth of corn may cause the sorghums to stop growing, but they will recover quickly when these conditions pass and the soil again becomes moist. The sorghums are, therefore, not only well suited to regions having a limited or irregular rainfall, but are especially valuable for spring and summer planting in the humid sections. They are the main dependence for "feed crops" in the western portions of Texas, Oklahoma and Kansas.

The habits of growth and the sugar content of the sorghum divides them naturally into two groups, (1) those that are grown especially for the grain they will produce, and (2) those that

are particularly desirable as hay and forage plants and for syrup making. The former are known as the Grain Sorghums and the latter as Sweet Sorghums.

PRICES. Owing to very unsettled market conditions we can quote for small quantities and then subject to market changes. Write us for current prices, indicating the varieties and quantities wanted. Open orders for large quantities will be filled at our current quotations on day received.

GRAIN SORGHUMS

The Grain Sorghums are more drouth resistant than the Sweet Sorghums and will grow on any land suited to corn. Their feeding value is practically equal to that of corn and on the up-

lands of western Texas and Oklahoma they will usually make more feed to the acre. The Grain Sorghums can be profitably grown as a catch crop on stubble land and should be, especially in dry seasons when other feeds are scarce.

Seeds of the Grain Sorghums should be drilled in at the rate of 4 to 6 pounds to the acre, varying somewhat according to the land and its condition.

Kafir While for forage and grain the Kafirs lead among the Grain Sorghums, a longer season is required for them to mature. The Kafirs are largely used for roughage because the stalk is slightly saccharine. The Black Hull White and Red Kafir are generally preferred, especially for silage. They mature their crop in 100 to 120 days. Write for prices on large lots. 10-pound lots of any variety we have, \$1.00.

Milo Milo is generally considered superior in feeding value to the Kafir and is a surer crop. The grains are the largest of all the sorghums. We handle the dwarf and standard strains of the Yellow, Red and White varieties. They mature their crop in 90 to 105 days. Write for prices on large lots. 10-pound lots of extra nice re-cleaned seed, any variety we have at \$1.00.

Feterita Feterita when planted early matures its crop with Milo, but when planted late matures in less time, usually in 50 to 75 days. Feterita matures as much grain as Kafir but less forage. Its seeds are plump and a bluish white and much softer than Kafir and Milo. Write for prices on large quantities. 10-pound lots \$1.00.

Hegari Hegari is a very early quick maturing, drouth resisting grain sorghum that is preferred to Milo or Kafir by many growers. Price, 10 lbs., \$2.00. Write for prices on large quantities.

CANE OR SWEET SORGHUMS

The Sweet Sorghums are distinguished from Grain Sorghums by the sweet juices contained

in the stems and their forage producing habits. While the juices are used in making syrups, the principal value of the Sweet Sorghums lie in their forage producing qualities. The early varieties will mature wherever corn will ripen. All kinds of livestock are fond of the Sweet Sorghum hays and pastures. Write for prices.

Red Top or Sumac Of the many varieties of Sweet Sorghums, Red Top or Sumac is the one most generally grown. It is vigorous and drouth resistant and makes larger yields than any of the Sweet Sorghums. The seeds are red to a pale orange yellow. Write for prices.

Honey Sorghum This variety of the Sweet Sorghums has been widely sold as Japanese Cane. It has long, slender, reddish heads and matures in 120 to 125 days, and is especially desirable for syrup making. It is also highly prized as a forage crop and is especially valuable for filling silos. Write for prices on large lots. 10-pound lots at \$2.50.

Texas Seeded Ribbon Cane This is another of the Sweet Sorghums that has been incorrectly sold as sugar cane. It is a very rank and vigorous growing sorghum, making a heavy and exceedingly juicy stalk and a large yield of syrup. It matures late but makes heavy yields of green forage for feeding live stock or for filling silos. Write for prices on large lots. 10-pounds, \$2.50.

Amber The earliest of the sweet sorghums. It is highly favored for early pasturage and is used to some extent for syrup making.

Orange A medium early variety maturing just ahead of Red Top Cane and used extensively for syrup making. Orange Cane is generally considered a superior forage crop.

Sudan Grass

Greatest Hay and Grazing Grass Known

We grow Sudan Grass on our own farm and have found it satisfactory in every respect. It is a wonderful success. It is easy to grow, easy to harvest and easy to cure, produces well and is highly prized by all kinds of livestock. We have also doubled the carrying capacity of our pastures by sowing Sudan on places that are not well seeded to the native grasses. Sudan grows right along under heavy grazing and it is a noticeable fact that stock prefer it to the native grasses.

WE ARE RECOMMENDING SUDAN GRASS to our customers as a dependable, safe, profitable forage and hay crop. It possesses wonderful hay-producing qualities and for home consumption or on the market it is more than equal to the millets and native grass hays. Sudan produces from two to four tons of hay to the acre. Compared with the common hays of the Southwest, Sudan possesses a remarkably high acre feeding value.

SUDAN IS BETTER THAN MILLET. Compared with millet, Sudan grass is easier to grow, hardier and not so difficult to start, grows faster, makes two to four times more to the acre, and is a much better hay. Sudan can be fed in unlimited quantities—millet cannot. Wherever millet would ordinarily be planted, Sudan can be grown to better advantage.

SUDAN COMPARED WITH SORGHUMS. This year the cost of sowing Sudan and the sorghums will be about the same. Sudan may be some cheaper. Sudan will be found equally

dependable as a hay plant and much easier to handle. Its spreading fibrous root system provides drouth-resisting qualities which in our opinion are equal to, if not superior to, the sorghums. Stock will eat Sudan hay just as freely and with less waste.

Sudan grass is generally adapted to Southwestern conditions though the area where seed can be profitably matured is restricted. In Texas the eastern portions of the state are not suited to seed production, but large quantities of hay can be grown. Central, north and south central portions of the state can produce some seed, depending on the season, while west of this area seed production reaches its maximum. In all these sections, however, from two to four cuttings of hay can be had.

Sow 10 to 20 pounds of Sudan Grass to the acre with a grain drill, preferably early, just after danger of frost is passed—from early cotton planting season, on until June.

PRICES AND GRADES. We try to have the very best Sudan seed that is to be had. All seed are thoroughly cleaned in our own seed plant and then carefully analyzed and tested. Only good seeds are sent out. We take every reasonable precaution to see that our seeds are free from all weed seeds, especially Johnson Grass, exacting sworn affidavits from our growers. We recommend Sudan. We believe in it. Prices vary and we quote small quantities subject to change. 10 lbs., \$3.00; 25 lbs., \$7.50. Write for special prices on larger quantities

**SEED
BREEDERS**

**Ferguson Seed Farms.
SHERMAN, TEXAS.**

**SEED
GROWERS**

We Improve Our Seeds Every Year

Will it Pay You to Buy Improved Seeds Every Year?

HERE ARE THE FACTS TO ANSWER THE QUESTION. On the theory that we are breeding our seeds up every year and that in the hands of our growers they are running down every year, it would seem wise. Mere crib selecting is not going to "keep the seed up."

A test that would tell you **How Much** you would gain by using our freshly bred-up seeds every year is all the information you need to definitely answer the question.

The facts were developed in this way: Gates Thomas won the Ferguson Good Seed Trophy for 1914 by supplying the best yielding selection of CHISHOLM corn. The tests on which the award was given were made by the Texas Experiment Station at Temple and Nacogdoches, and by the U. S. Department of Agriculture at San Antonio and Greenville. Note that there were four separate tests in four parts of the state.

Mr. Thomas had secured his seed from us two years previous. It so happened that freshly improved pedigreed seed of **our** CHISHOLM was also in these same tests.

The freshly improved seed from our fields out-yielded the second year seed from Mr. Thomas

in all four tests with an average gain of 4½ bushels per acre.

MAKE THE CALCULATIONS YOURSELF. Therefore, if a bushel of corn plants 8 acres then the gain from one bushel of freshly bred-up seed is worth 8 times 4½ bushels, or an extra gain of 33% bushels from one bushel of freshly bred-up seed. This much corn is now worth more than \$33.80, but the total cost of the freshly improved seed will not be over \$6.00.

A similar result occurred the year previous when Ham Fleming, formerly mayor of Victoria, won the Ferguson Good Seed Trophy on FERGUSON YELLOW DENT corn. Similar figures of accurate tests for SURCROPPER corn lead to the same conclusion.

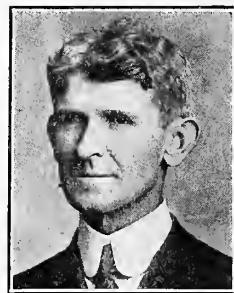
USE GOOD SEEDS EVERY YEAR. If it pays us to improve our seeds every year, it will certainly pay you to use these freshly improved strains.

Yes, there is nothing that pays so well as freshly bred-up seeds of established good yielding varieties. But to be reasonably sure of the results in your crops, you must be just as reasonably sure of the source of the seed.

THE FERGUSON GOOD [SEED TROPHY



Ham Fleming, Winner 1914



Gates Thomas, Winner 1915



E. Schieberle, Winner, 1916

THE FERGUSON GOOD SEED TROPHY is a magnificent punch bowl of about ten gallons capacity. It is awarded annually by the Texas Field Crops Association to the farmer growing the Highest Yielding selection of seed corn from either SURCROPPER, CHISHOLM or FERGUSON YELLOW DENT Corn.

Every grower of any one of these three varieties is urged to contest for it. All that is necessary is to send 10 of your best ears to the Texas Corn Show, held in January of each year. For information about contests for this Trophy, write to Mr. Roy

L. Furry, Secretary, Texas Field Crops Association, Sherman, Texas. Send your ears of corn directly to him for the 1918 test, as no show will be held this year.

YOU

**Might Be the
Next Winner
If You Tried**



SEED BREEDERS

Ferguson Seed Farms.
SHERMAN, TEXAS.

SEED & GROWERS



Please Use This ORDER BLANK if Convenient.

Ship the following seeds to: _____ Date.....

Name

To be forwarded by.....
(Freight, express or parcel post)

Freight Station.....Name of R. R.....

Postoffice.....R. F. D.....

County State.....

DO NOT WRITE HERE.

Date Rec'd.....

Date Shipt.....

Shipt. by.....

Inv..... Bl.....

Amt. Enclosed, \$.....
(State whether draft, check, money
order or stamps)

Quantity Wanted	KIND OF SEEDS WANTED	Price per bu. or lb.	AMOUNT
	SURCROPPERSeed Corn..		
	CHISHOLMSeed Corn..		
	FERGUSON YELLOW DENT.....Seed Corn..		
	June Corn.....		
	LONE STAR.....Cotton Seed..		
	MEBANE TRIUMPH.....Cotton Seed..		
	FERGUSON ROUNDNOSE.....Cotton Seed..		
	NEW BOYKIN.....Cotton Seed..		
	FERGUSON No. 71 OATS.....		
	TEXAS RED RUST-PROOF OATS.....		
	MEDITERRANEANSeed Wheat..		
	FULCASTERSeed Wheat..		
	SUDAN GRASS.....		
	SORGHUM		
	ALFALFA		
	PEANUTS		
	VELVET BEANS.....		
	Total Amount of Order.....		\$

REMARKS:

(Over)



Our Stringless Guarantee is a Square Deal

About Representations. We try to not only be truthful to the letter in all descriptions and representations, but to even avoid misleading suggestions. We want your confidence. What is more, we want to **deserve** it. Our Stringless Guarantee is intended to take care of all cases of differences of opinion.

STRINGLESS GUARANTEE

Seeds must be satisfactory to YOU or you get your money back.

Our certified seeds are sold for cash with order, sacked and delivered F. O. B. Sherman, but subject to examination and acceptance on arrival at your station. Ten days after arrival and at your station are allowed to make a germination test, look them over and decide.

While we exercise great care to have all our seeds pure, true to name and reliable in every way, for obvious reasons we do not give any warranty, expressed or implied, about the character of the crop. No reasonable man expects this.

We Guarantee Safe Arrival of the seeds, but do not assume

responsibility for delays, shortage, losses or damage caused by carriers.

If Seeds Are Not Satisfactory: We want to be as liberal as could reasonably be expected. All we ask is that you carefully examine the seeds on arrival; if they are not satisfactory, or if you do not "feel just right" about your investment, then have the goods promptly reshipped to us by freight in original bags. (Note: Your satisfaction is the ONLY condition.) On return of the seeds we will refund your money without "ifs" or "ands" or questions asked. Your judgment will be final and your word sufficient.

Isn't this fair?

MEBANE TRIUMPH COTTON

This seal and warranty tag are used only for seeds grown and prepared by the

FERGUSON SEED FARMS

SHERMAN, TEXAS

Not grown or prepared by us if this tag is absent.

THIS TAG IS SEALED ON EVERY BAG

Policies and Purposes

—to have top-notch seeds worth a dozen times their cost; to send out neat and attractive advertising matter with truthful illustrations and descriptions free from exaggeration; to be prompt; to be courteous; to be satisfied with fair profits; to be honored because we are honorable in our dealings; to give our customers such a measure of satisfaction that they will order again and think enough of us to mention our service and our seeds to their friends.

Ability, Reliability, Responsibility

We are proud of our standing in each particular. We have been in business for many years. Our reputation and standing for ability and reliability as seedsmen and for responsibility in business is well known.

The best assurance that we CAN and WILL give you reliable seed service is the reputation made by what we have done for others.

Strangers may learn about us by writing any business man in Sherman, or to the mercantile agencies.

Suggestions to Customers

1. **We Will Appreciate** having you send us names of prospective seed buyers. It costs lots of money to run a seed breeding farm. Our only chance to get it back is to sell seeds. The success of our business is due to the "good will" of old customers who send us names of prospective buyers of field seeds.

2. **Order Early** and it will enable us to fill your order before the rush season comes. Where cash accompanies order we will fill the order and set it aside and hold it until date you wish shipment made.

3. **Shipping Instructions.** Unless directions are given, seeds will be shipped the cheapest way—usually by freight. If goods are to be delivered to stations where there is no agent, freight must be prepaid. Include enough in your remittance to pay the freight to such a station. Any excess will be promptly refunded.

4. **Remember, "First come first served."** The supply of our own seeds is limited. It takes twelve months to get

a new supply of seeds on which we will put our seal and certificate that they are PEDIGREED SEEDS.

5. **Parcel Post.** Where seeds are ordered sent by parcel post add enough to cover postage. Seeds sent by mail are at purchaser's risk.

6. **Orders Filled Promptly.** We make every effort to fill orders the same day received, unless instructed to hold for later shipment.

7. **Substitutions.** If you should desire substitutions made in your order in case we should be out of the varieties ordered, please indicate what substitutions you desire. We make no substitutions except upon your order. Order early before stock is broken.

8. **If Mistakes Occur,** tell us. We might be able to correct them. Others will not. Write the facts, good naturedly if you can; but if you can't, then write them anyway.

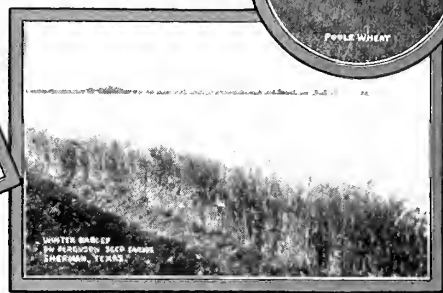


Our Minds and Ourselves

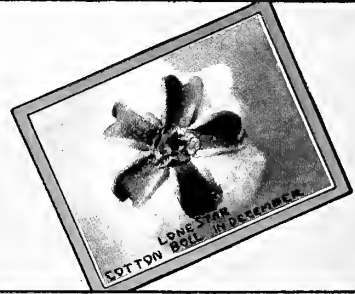
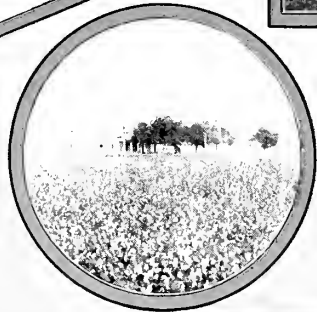
Our mind does the work: we select. We are to blame if it wastes time and opportunity. Useless ideas occupy as much room as useful ones. Idle gossip about trivial details consumes as much time as the big ideas that arouse and stimulate our desires into efforts to accomplish greater things. Therefore, don't just think! Be sure you think about ideas that are associated with large and useful results.



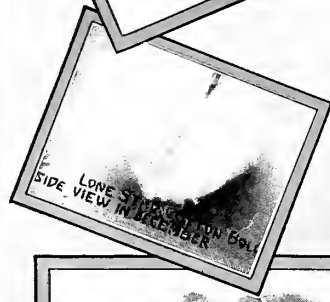
PEOPLE WHEAT



WHITE BARLEY
BY FERGUSON SEED CO.
SOUTHWEST TEXAS



LONG STAR
BY FERGUSON SEED CO.
SOUTHWEST TEXAS



LONG STAR
BY FERGUSON SEED CO.
SOUTHWEST TEXAS



FERGUSON SEED CO.

Our Fields and Prosperity

Our fields grow the crops we select and plant. We are to blame if they waste time and season's opportunity.

Ordinary seeds occupy as much room as well-bred seeds. Unimproved common seeds consume as much labor, time and money as the best bred strains of the best varieties, that arouse us to an appreciation of the possibilities of the soils we cultivate.

Therefore, don't plant just seeds! Be sure that your seeds are proven better yielders than the common sorts grown from year to year. Plan to associate your labor with larger results.



FERGUSON YELLOW DENT CORN Grand Champion Sweepstakes Texas Crops Show 1916